PRICE 15 CENTS

BROADCASTING

Broadcast Advertising

BUSINESS & FINANCE

PUBLIC LIBR
JAN 4 19
DETROIT

WAVE DIDN'T CELEBRATE NO NEW YEAR'S EVE (Ky.)!

Well suh, we suspect they turned the lamps up right bright in Eve (Ky.) on Dec. 31—and that gingerale outsold seltzer in Alka (Ky.)! But we don't *know*, because we wunt there: As usual, we-uns at WAVE wasn't out in them hills and hollers—we was concentrating on the Louisville Trading Area, *where the inhabitants do 17.1% more retail buying than all the rest of Kentucky combined!*

If you ain't asking your *salesmen* to spend their gasoline out in the back woods of Kentucky, you probably ain't intending to spend any *radio dollars* there either! In that event, we'd like to tell you all the facts about Kentucky's *one big market*. How about it?

LOUISVILLE'S WAVE

970 K. C. N. B. C.

5000 Watts

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

XUM

R v.24' Jan.-Mar. 1943

If I Were An American

At the start of this 1943: I would thank God for the right to live.

I would thank God for the right to worship as I please and for the right to speak up.

I would thank God for the right to vote for whomever I please to shape my destiny.

I would thank God for flowing rivers and majestic mountains—for towering cities and golden prairies.

I would thank God for illustrious American patriots and legions of ordinary men and women, all of whom gave much to build a great heritage.

I would thank God for the American Press and American Radio.

I would thank God for the right to do my utmost to vouchsafe all this to me and preserve it for my children who will follow.

And for all this I would pledge my loyalty to America and solemnly swear not to abuse my sacred right as an American citizen.

368 members of the Fort Industry Company organization are glad they are Americans.

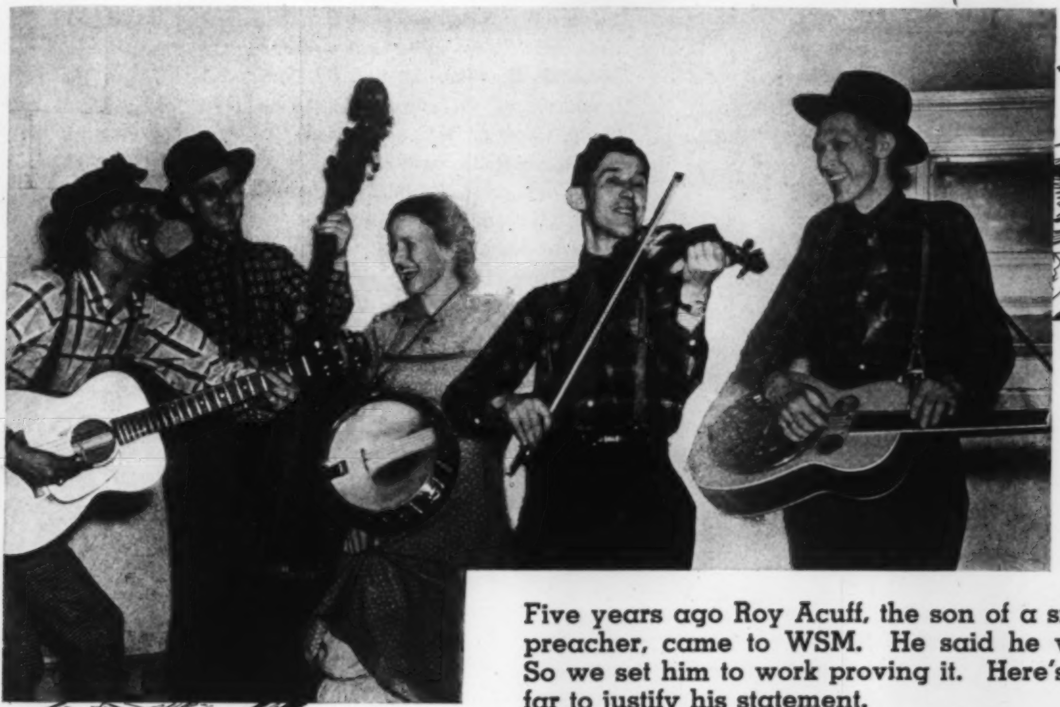
THE FORT INDUSTRY COMPANY

WWVA	WSPD	WAGA	A FORT INDUSTRY STATION	WMMN	WLOK	WHIZ
WHEELING, W. VA.	TOLEDO, OHIO	ATLANTA, GA.		FAIRMONT, W. VA.	LIMA, OHIO	ZANESVILLE, O.

Tech.

The Fame and Fortune of ROY ACUFF

(a Success Story in 193 Words)



Five years ago Roy Acuff, the son of a small town traveling preacher, came to WSM. He said he was an entertainer. So we set him to work proving it. Here's what he's done so far to justify his statement.

During the past two years Roy and the Smoky Mountain Boys and Girls have sold over 2,000,000 recordings. In 12 months they have sold over 320,000 song books. So sensational has been their popularity, not only in the WSM market, but all over the country, that they have made two movies. Both of them "hits." So successful has been their program that they've been on the NBC network for two years with the same *sponsor. They have played to over 1,000,000 people in person.

Why does WSM recount this story? Not because WSM was privileged to "discover" Roy Acuff. But because it proves something we've long maintained. Get the right show on WSM and you'll get results that can't be topped by any other advertising medium anywhere.

Write us now. We'll show you what we can do for you, and at a cost that fades into nothing when compared with the results.

*CURRENTLY SPONSORED BY R. J. REYNOLDS TOBACCO CO. FOR PRINCE ALBERT SMOKING TOBACCO

Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL
WSM

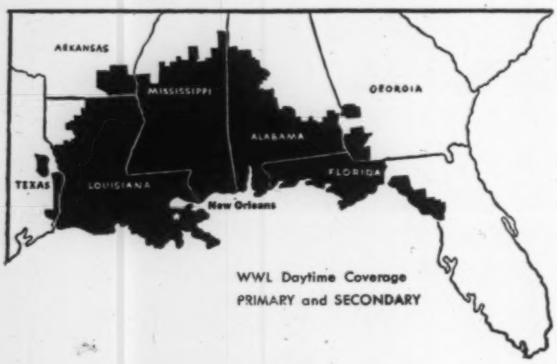
HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Kind words from Quebec

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: "Program's coming in fine."

Listeners in the deep South go to their retailers—and prove WWL's selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 24 • NO. 1 JANUARY 4, 1943

CONTENTS

OWI Offers Program for Sponsorship 9
Losses May Force Small Stations to Suspend 10
Six Stations Authorized in 1942 11
Yankee Net Sale Approval Expected 11
1942 Spot Shows 10% Gain 12
Network Coercion Denied by Davis 12
Broadcasters' Deferment Plan Considered 14
Foote, Cone & Belding Created 16
Evans See Radio in Vital Post-War Role 16
IRE Convention To Be Held by Radio 18
Small Operator for Time Sale to Government 20
WLB to Simplify Wage Adjustment 20
CBC Drive for Conservation 22
Radio Booms Furniture Mart 24
Conference Board Studies Post-War Advertising 26
Only a Hole In The Wall 38
Armstrong Wins 1942 Edison Medal 39
AFRA Upheld In Rehearsal Recording Claim 40
Auto Service Club Extends Air Time 42
Shortwave Sets Fast Pace in World at War 43
Radio Employes Keep Industry Contacts 44
Miller Succeeds Sholis at CCBS 54
FCC Faces Congressional Scrutiny 54

DEPARTMENTS

Agencies 39
Behind the Mike 32
Classified Advertisements 53
Editorials 30
FCC Actions 52
Meet the Ladies 34
Merchandising 34
Network Accounts 52
Personal Notes 31
Purely Programs 35
Radio Advertisers 37
Station Accounts 36
Studio Notes 40
We Pay Respects 31
Hix Cartoon 54

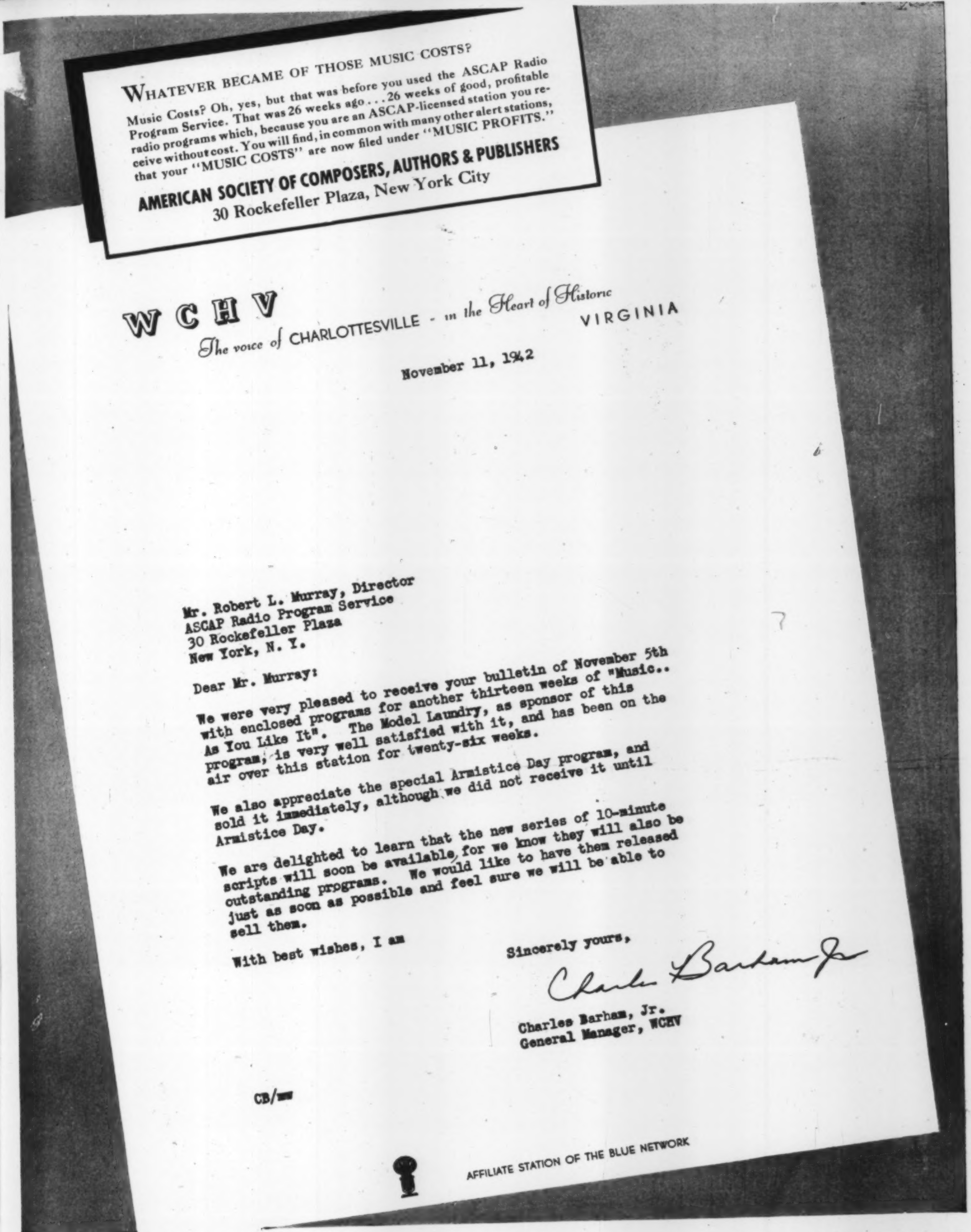
Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

PS-ST! WANT SOME GENUINE NYLON HOSE FOR TH' GIRL FRIEND?

A better buy is KFAB. Fits perfectly over the farm and small town markets throughout Nebraska and her neighboring states. Won't pop a runner in anybody's advertising campaign. For sheer profits, get KFAB to give you a "leg up" in this midwest area. We're rationing some of our time—but there are still good availabilities left, for *you.*

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN



WHATEVER BECAME OF THOSE MUSIC COSTS?

Music Costs? Oh, yes, but that was before you used the ASCAP Radio Program Service. That was 26 weeks ago . . . 26 weeks of good, profitable radio programs which, because you are an ASCAP-licensed station you receive without cost. You will find, in common with many other alert stations, that your "MUSIC COSTS" are now filed under "MUSIC PROFITS."

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS
30 Rockefeller Plaza, New York City

WCHV
The voice of CHARLOTTESVILLE - in the Heart of Historic VIRGINIA

November 11, 1942

Mr. Robert L. Murray, Director
ASCAP Radio Program Service
30 Rockefeller Plaza
New York, N. Y.

Dear Mr. Murray:

We were very pleased to receive your bulletin of November 5th with enclosed programs for another thirteen weeks of "Music.. As You Like It". The Model Laundry, as sponsor of this program, is very well satisfied with it, and has been on the air over this station for twenty-six weeks.

We also appreciate the special Armistice Day program, and sold it immediately, although we did not receive it until Armistice Day.

We are delighted to learn that the new series of 10-minute scripts will soon be available, for we know they will also be outstanding programs. We would like to have them released just as soon as possible and feel sure we will be able to sell them.

With best wishes, I am

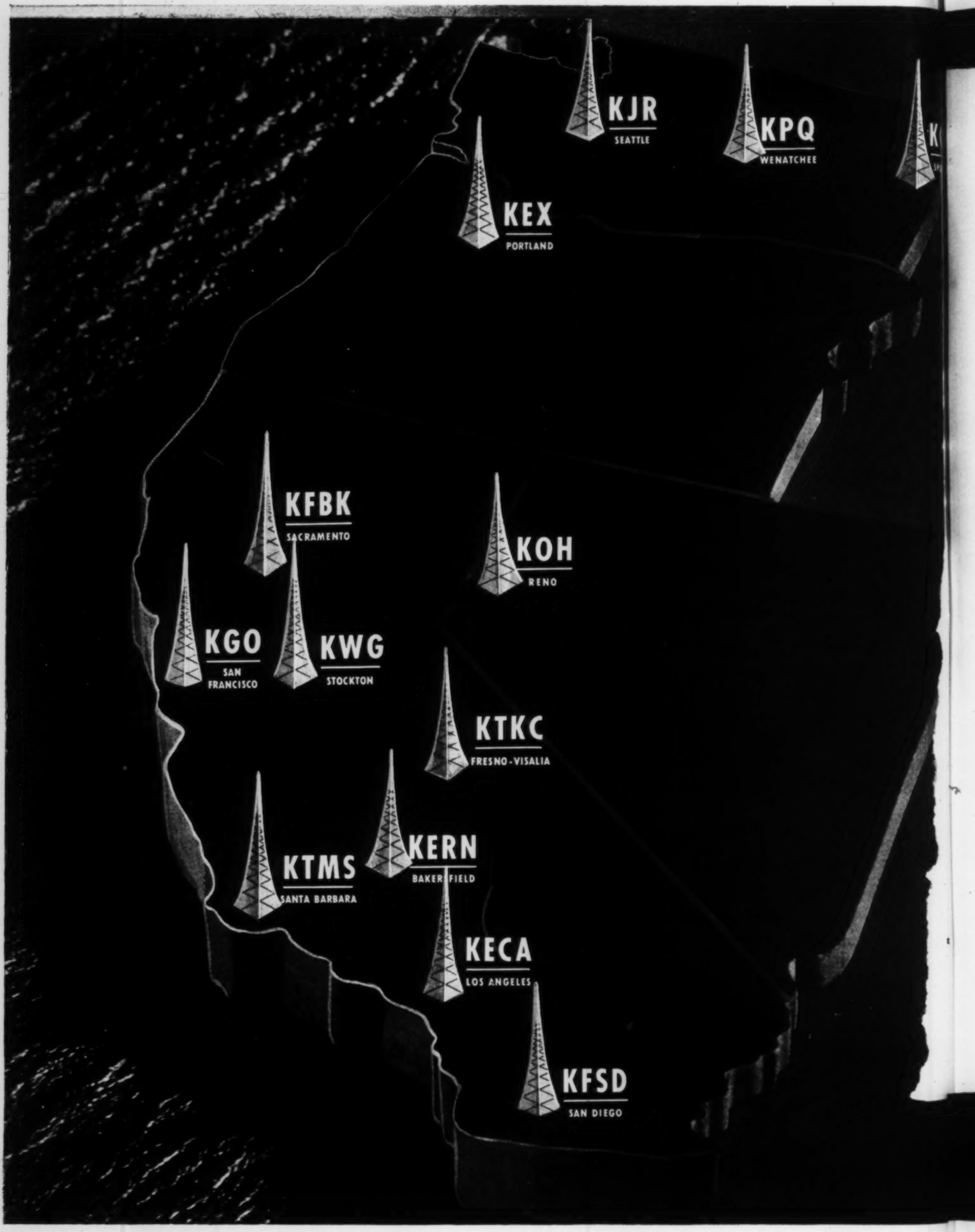
Sincerely yours,

Charles Barham Jr

Charles Barham, Jr.
General Manager, WCHV

CB/ww

AFFILIATE STATION OF THE BLUE NETWORK


KJR
SEATTLE
KPQ
WENATCHEE
KEX
PORTLAND
KFBK
SACRAMENTO
KOH
RENO
KGO
SAN FRANCISCO
KWG
STOCKTON
KTKC
FRESNO-VISALIA
KERN
BAKERSFIELD
KTMS
SANTA BARBARA
KECA
LOS ANGELES
KFSD
SAN DIEGO

XUM

Sell all the booming Coast cities as one market with Pacific Blue

AND SECURE THE ADVANTAGES THAT ONLY NETWORK RADIO CAN OFFER

Sixty-seven accounts are now using the four Coast networks *every week*, selling all the booming Coast cities (population up 15%) the way they can best be sold—*as one market.* These advertisers know that network radio reaches *all* the West's immense buying power—the high-paid war industry workers who have flowed into Coast cities by the hundred thousands, and the established millions whose per capita income is the nation's highest!

Network radio gives these advertisers a uniformly good program in every major market. Network radio delivers the largest circulation of any regional medium at the *lowest cost per thousand families.* Network radio has a priority on the choicest available time periods. Network radio is the only Coast medium that provides a monthly check on the net circulation of your advertising.

Increasingly, Pacific Blue is the network regional advertisers are buying. In the past five months, *thirteen* new accounts have purchased Pacific Blue. Here are some of the reasons:

1. COMPLETE COVERAGE

Recent mail patterns show that the thirteen strategically situated Pacific Blue stations are now delivering *primary* coverage of the counties where 95% of the Coast's growing retail sales are made.

2. READY-BUILT PROGRAMS

You can buy a sales-proven program with a high Hooper rating for $246 (time and talent) on the 13 Pacific Blue stations and for $150 (T. & T.) on 9 California stations.

3. GUARANTEED TIME

Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You *retain* the time you buy on Pacific Blue.

4. RATE ECONOMY

Pacific Blue costs 20% less than any other Coast network for comparable facilities. See Pacific Blue Rate Card No. 2 for the new discounts and rebates, now effective.

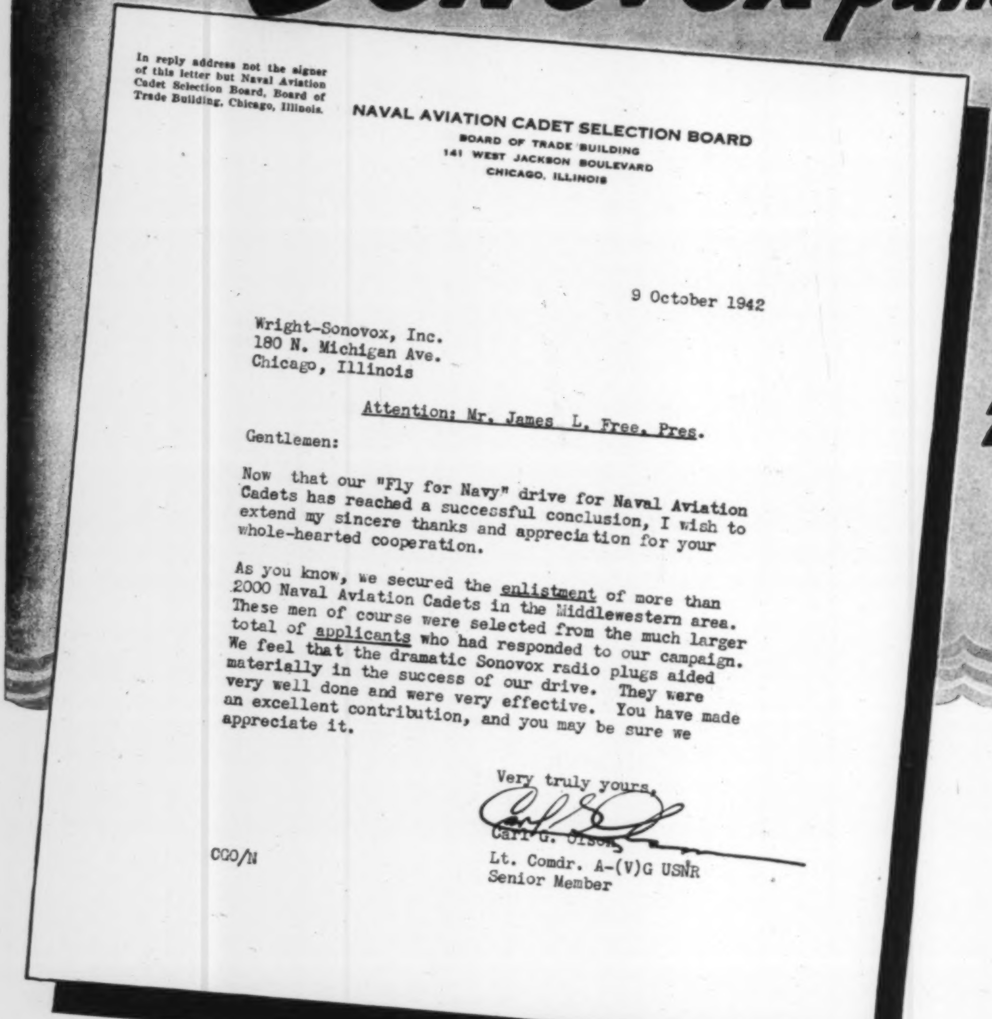
THE PACIFIC BLUE NETWORK

HOLLYWOOD—SUNSET AND VINE • SAN FRANCISCO—TAYLOR AND O'FARRELL

REPRESENTED BY BLUE SPOT SALES · *New York* · *Chicago* · *Detroit*

XUM

SONOVOX pulls enlistments in Naval Aviation too!



In reply address not the signer
of this letter but Naval Aviation
Cadet Selection Board, Board of
Trade Building, Chicago, Illinois.

NAVAL AVIATION CADET SELECTION BOARD
BOARD OF TRADE BUILDING
141 WEST JACKSON BOULEVARD
CHICAGO, ILLINOIS

9 October 1942

Wright-Sonovox, Inc.
180 N. Michigan Ave.
Chicago, Illinois

Attention: Mr. James L. Free, Pres.

Gentlemen:

Now that our "Fly for Navy" drive for Naval Aviation Cadets has reached a successful conclusion, I wish to extend my sincere thanks and appreciation for your whole-hearted cooperation.

As you know, we secured the enlistment of more than 2000 Naval Aviation Cadets in the Middlewestern area. These men of course were selected from the much larger total of applicants who had responded to our campaign. We feel that the dramatic Sonovox radio plugs aided materially in the success of our drive. They were very well done and were very effective. You have made an excellent contribution, and you may be sure we appreciate it.

Very truly yours,

Carl G. Olson
Carl G. Olson
Lt. Comdr. A-(V)G USNR
Senior Member

CGO/N

When the Naval Aviation Cadet Selection Board of Chicago had a big recruiting drive on its hands, it turned to radio's newest, most dramatic and *resultful* broadcasting technique—*Sonovox.*

Transcribed 1-minute Sonovox announcements were used on seventy-one Midwestern stations. *The enlistment appeal was spoken, in words, by the "voice" of a Navy dive-bomber.* . . . We imagine you can *imagine* the results!

As Lieut. Commander Olson says, they were "very effective" . . . But no more effective than *your* Sonovox commercials can be, if you'll let us submit an idea! How about dropping us a line—*today?*

SONOVOX CAMPAIGNS

- Allied Mills, Inc. (*Wayne Feeds*)
- American Chicle Co. (*Black Jack Gum*)
- American Industries Salvage Committee (*Steel Scrap Drive*)
- Bismarck Hotel Co.
- Buick Motors Division of General Motors Sales Corp.
- Chicago, Milwaukee, St. Paul and Pacific R. R.
- Chick Bed Company (*Chick Bed Litter*)
- Colgate-Palmolive Peet Company (*Vel, Palmolive*)
- Emerson Drug Company (*Bromo Seltzer*)
- Christian Feigenspan Brewing Company (*Feigenspan and Dobler P. O. N. Beers and Ales*)
- Feltman-Curme Shoes
- Forum Cafeterias of America
- Grocery Store Products Sales Co., Inc. (*Fould's Macaroni Products*)
- Chr. Hansen Laboratory, Inc. (*Junket Quick Fudge Mix*)
- Andrew Jergens Co. (*Woodbury's Products*)
- Lever Brothers Co. (*Lifebuoy Soap*)
- Naval Aviation Selection Board
- Navy Seabees (*U. S. Navy, Construction Battalions*)
- Pan American Coffee Bureau
- Purity Bakeries Corp. (*Taystee Bread, Grennan Cakes*)
- Alvino Rey and his Orchestra (*in all broadcasts*)
- Shell Oil Company
- U. S. Treasury Dept.
- Velie-Ryan, Inc. (*Nesbitt's California Orange Drink*)

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: *180 N. Michigan* Franklin 6373 · **NEW YORK:** *247 Park Ave.* Plaza 5-4131 · **SAN FRANCISCO:** *111 Sutter* Sutter 4353 · **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 · **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 1 WASHINGTON, D. C., JANUARY 4, 1943 $5.00 A YEAR—15c A COPY

OWI Offers Program for Sponsorship

War Information Is First Under New Plan

WORKING IN complete harmony with the broadcasting industry and taking full cognizance of existing operating problems, the Radio Bureau of the Office of War Information at a three-day conference in Washington last week with its corps of radio consultants and field information managers ratified an all-inclusive scheme of prudent planning of Government war - effort programs.

Highlighting the sessions was the announced inauguration Feb. 1 of a five-day-per-week 15-minute transcribed program strip to be available for sponsorship on all stations, to afford stations some means of recouping extraordinary programming overhead. Announcement of this innovation was made by William B. Lewis, chief of OWI's Radio Bureau, who presided at the sessions.

Detailed explanation of the scope of the new Station Allocation Plan, adopted by OWI to become effective Jan. 18, was given the regional consultants, selected from among broadcasters' ranks to function in their designated radio districts. This plan is geared toward dissemination of important war information on a planned basis so first things will be cared for first.

The sessions were addressed by Elmer Davis, OWI director; Gardner Cowles Jr., assistant director of OWI in charge of domestic operations, including radio; John Houseman, chief of OWI's Overseas Branch Program Bureau; Ken R. Dyke, chief of the Bureau of Campaigns of OWI, and Richard F. Connor, director of station relations, Radio Bureau. Each of the score of radio consultants and aides discussed field reactions to the war-programming campaign.

The new Station Transcription Plan, under which stations have been requested to set aside a 15-minute strip Monday through Friday, was received enthusiastically by delegates, particularly those from the smaller stations.

Sponsors Must Be Approved

Under the proposed setup all Government agencies, except the Treasury and its three-weekly *Star Parade*, will make their individual transcriptions a part of this plan, this applying to programs like *You Can't Do Business With Hitler*, OPA's rationing programs, the Marine and Merchant Marine programs and all the others. Writing and production will be of "top caliber", Mr. Lewis has assured. Furthermore, he said that all subjects will fit logically into the overall framework.

The purpose of the plan, Mr. Lewis explained, is to build audiences for the important war information broadcasts. With well produced, well-written programs, Mr. Lewis pointed out that "if they attract really big audiences, local advertisers can be interested in sponsoring them". To aid stations using their time on behalf of the war effort, Mr. Lewis said that provision has been made so that programs individually, or as a series, may be sponsored subject to several conditions.

Types of Sponsors

These conditions provide that no beer or liquor accounts may be accepted; that the sponsor or sponsors as well as the type of commercial must be approved by the radio bureau; no commercials may be inserted in the body of the program; all programs should be preceded by an announcement containing the name of the sponsor and programs must be separated at the end by a prepared statement before the concluding commercial; lastly, all programs must carry a disclaimer which establishes the fact that sponsorship does not constitute Government endorsement of product sponsored.

Program clearance was presented Thursday morning in a general discussion session as one of the major problems facing stations under the terms of Regulation 2 which gives OWI complete authority over all programs of Government agencies on a national, regional or local plane. Throughout an attempt was made to clarify the station's position.

It was made clear that no Government agency could approach a station directly with a request for time; all such requests must be approved by OWI. This is not autonomous control by OWI, it was pointed out, but rather protection for the stations from various pressures.

Lewis Opens Session

Mr. Lewis greeted the Monday morning session with a brief story of the radio coordination accomplished to date and acknowledged the important contributions of the regional consultants in this progress. He announced the effective dates for the Station Allocation Plan and the Station Transcription Plan, the former for Jan. 18, 1943, and the latter, Feb. 1, 1943.

After explaining the purpose of the three-day sessions, Mr. Lewis introduced Elmer Davis, director of OWI, who discussed "OWI Policies and Philosophies". Mr. Davis said he was grateful to the radio industry for its aid in the OWI effort to bring the truth to the greatest possible number of people. "We are giving the public truthful information," he said, and explained that the OWI's function is to serve as a buffer between the Government and the people, representing to each group the needs of the other. He

OWI AND BROADCASTERS DISCUSS WAR PROBLEMS

felt this was especially important in the case of military information but he stressed the important control which must be exercised at times to insure military security.

He showed the need for closer coordination between Government agencies releasing news to the public and recognized the constant need for servicing the radio and press with more voluminous news and more accurate news. News is an important adjunct to the armed forces, he said, by way of explaining the constant need for clear, truthful news reports.

Overseas Activity

In the absence of Milton S. Eisenhower, associate director of OWI, who has been in North Africa on a special mission, John Houseman, chief of the Programs Bureau of OWI's Overseas Branch, addressed the gathering on "OWI Overseas Operations".

He described the outpost setup of the organization, the largest of which he said was in London, and explained the need for close collaboration with the FCC in the matter of selection of broadcast frequencies. Compared to the Axis, he admitted, our transmitter total is hopelessly outnumbered. Nonetheless, he maintained the U. S. is doing an effective job.

In explaining the operation, he said 90% of the program material aired consists of news which is transmitted by radio. Daily, 38,000 words are sent to 18 points throughout the world. In addition, feature material is shipped by mail and picture material is sent by radio-photo.

To emphasize effectiveness of this activity, he cited the case of Turkey, where four months ago there was only 5% of American news in Turkish newspapers. Today there is 50%. This represents

(*Continued on page 46*)

FROM KALAMAZOO TO Columbia (S. C.) came these broadcasters to participate in the OWI program planning conference at Washington: (l to r): Dick Shafto, WIS, Columbia; Thad Holt, WAPI, Birmingham; James D. Shouse, WLW-WSAI, Cincinnati; John Fetzer, WKZO, Kalamazoo; Harold Fellows, WEEI, Boston; Herbert L. Pettey, WHN, N. Y.

Economic Losses May Force Small Stations to Suspend

OWI Regional Consultants Urge Immediate Aid; Manpower Problem Is Found to Be Acute

URGING development of national business for local non-network stations which have suffered severe economic losses since the war, rather than any plan of Government subsidy, several delegates to the OWI conference in Washington Dec. 28-30 told of the economic situation faced by these stations.

From two delegates—Sheldon F. Sackett, regional consultant, KOOS, Marshfield, Ore., and Robert B. Hudson, regional consultant in the Rocky Mountain area and head of the Rocky Mountain Radio Council—the conference heard reports on the small station situation, now being actively considered both by OWI and the FCC.

Mr. Hudson said that if the present trend continues it is inevitable that many local stations will "leave the air during 1943". He urged prompt and immediate action.

In a detailed report, Mr. Sackett, who also is publisher of the *Coos Bay Times*, offered two concrete remedies—alleviation of the manpower drain on such stations and further relaxation of operators' requirements by the FCC. He said he found no support for Government subsidy, direct or indirect, pointing out that if the manpower requirements are taken care of, the smaller stations may be able to find men to sell sponsored war programs, such as OWI programs.

Loss of Service Threatened

Mr. Hudson, who previously had discussed with Gardner Cowles Jr., OWI assistant director in charge of domestic operations, the plight of smaller stations in the Rocky Mountain area, said the small station problem is one of simple economics which finds many of the non-network stations in the "economic squeeze which sooner or later will be felt throughout the radio industry". In addition to stations that already have given up the ghost, Mr. Hudson said the "handwriting is on the wall for scores of others".

He cited specific cases in the Rocky Mountain area and said it was just a question of time before such stations are forced to turn in their licenses unless relief is afforded. Most of these stations provide service in areas not otherwise adequately served, he declared. He stated that the same situation is faced by nearly a score of stations in the Rocky Mountain area alone—with complete loss of service threatened to many thousands of listeners.

Declaring that local stations have their own audiences irrespective of metropolitan station coverage, Mr. Hudson told the conference that the problem was of "such urgent importance to the winning of the war that OWI must give it immediate and serious consideration".

In his report, based on a canvass of the 60 stations in Washington, Oregon, Montana and northern Idaho, Mr. Sackett pledged the 100% cooperation of all the stations but emphasized that the smaller ones urgently need relief on personnel and business problems which only Washington can afford. He said the small stations are suffering an "alarming decline in business" due to the exodus of population to wartime centers, curtailment or elimination of consumer goods, and business fatalities among smaller firms. He claimed the majority of these stations are not served by networks and national spot business is small or nonexistent.

Manpower Important

Mr. Sackett declared the War Manpower Commission should cease "the relentless drain on small station personnel, which unthinking draft and enlistment tolls have caused". He said that percentagewise he doubted if any American business has been so depleted by war calls as the radio industry and yet it is asked to stay on the job as many hours and give thousands of dollars of time monthly to Government calls.

If the Government orders the smaller stations to continue, he said it must act now to keep them on the air. He described manpower as the all-important problem and said it applied to salesmen as well as to operators and announcers. Contrary to some draft board views, he said, salesmen cannot be had by magic or trained overnight. Without them to obtain the "sinews of costs from private business, operation and free time for OWI is impossible".

Secondly, he urged the FCC to immediately order "blocking-in all Class III operators, without examination, for the duration of the war". Permission granted such operators to work for six months without further examination has been helpful, he said, but he saw no reason why such operators now should be forced to take time for examination. He urged the Commission to make the ruling prior to the yearend.

Mr. Sackett said he found no stations, large or small, seeking or wanting subsidy, direct or indirect. Given personnel, he declared, the smaller station will "slug it out successfully with the war's problems".

WHAT NEW OWI PLAN MEANS

WHAT does the new allocation plan for Government programming mean to the average station? Following the three-day conference of regional consultants and regional directors of OWI in Washington last week, the high spots were summed up in this fashion by OWI Radio Bureau officials:

1. OWI policy is definite that the only need is for better war shows and refinements and improvements of others instead of more time.
2. OWI's radio bureau is clearly established as the one place to go for a final decision.
3. The OWI's operating philosophy must be to give war information first call. This is the Government's responsibility to determine. OWI officials have been told this and they are cognizant of their responsibility.
4. Through OWI controls, pounds of material sent to stations have been and will continue to be reduced. Furthermore OWI aims to decrease its demands wherever possible and increase quality of material generally.
5. A recognition by OWI that there is a danger of surfeit and that there must be a fair balance between "war" and entertainment to preserve audiences.
6. The end of questionnaire reports to OWI from individual stations.
7. No demands. OWI recognizes that it operates only through the free will of the radio industry and desires only to cooperate with the industry to the end of establishing orderly planning.
8. Decrease in duplication of effort as well as the elimination of nonessential effort.
9. Elimination of conflicting policies and statements by central clearance through OWI of all other war agencies' material.
10. Organization of war information campaigns and drives on a planned basis as to timing, length of campaign and size of campaign.

OWI Chieftains Back

MILTON S. EISENHOWER, associate director of the Office of War Information, returned to Washington Dec. 27 from a special mission to North Africa [BROADCASTING, Dec. 21]. Also back are Murry Brophy, chief of the OWI Communications Facilities Bureau, who accompanied him, and Harold Guinzburg, chief of the Outpost Bureau, who went to London. James Weldon, one of Mr. Brophy's engineers, remained in Africa.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis (flour), is placing three to six participating announcements weekly on 13 stations. Complete schedule will start Jan. 18. McCann-Erickson, Chicago, is agency.

Six New Stations Authorized in '42

Equipment Crisis Causes Curtailment of New Applications

ACTIVITIES of the Broadcast Licensing Division of the FCC were confined to a minimum in 1942, a BROADCASTING survey shows, with only six new standard stations authorized for the year, and only one application granted since April 27 for a new station requiring installation of equipment.

The lull in the work of the Broadcast Licensing Division resulted from the equipment shortage and the "freeze order" of April 27, along with the FCC Orders 79 and 79-A of March 20 and July 1, 1941 suspending action on cases involving joint newspaper and radio ownership.

End of 1942 finds the FCC with a record low in applications for new stations. Applicants total only 17, and include several instances of multiple applications for facilities of stations already in existence. Four separate applications are pending for the facilities of WBAX, Wilkes Barre, Pa. for example.

FM and 'Tele' Down

At the same time, the FCC has only two applications for new commercial FM stations, and three for commercial television outlets. FM applications include one at Superior, Wis., and the application of the Worcester Telegram Publishing Co., for an FM station in Worcester, Mass. Television applications pending are by the Hughes Production Co. for Los Angeles and San Mateo County, Cal., and by the WCAU Broadcasting Co. for Philadelphia.

Since April 27, the Commission has granted only 11 applications for increased facilities, most of them involving no new equipment. Increased facilities were awarded: KUTA, Salt Lake City (C.P. for 5 kw-DA); WBNY, Buffalo (unlimited Time); KBWD (1 kw. LS); KPQ, Wenatchee, Wis. (C.P. for 1 kw. DA-N); WWRL, Woodside, N. Y. (unlimited); KIEM, Eureka, Cal. (1 kw. Conditional); WAPI, Birmingham (C.P. for 5 kw., 1070 kc., unlimited); WINS, New York (C.P. 10 kw. unlimited); WSAM, Saginaw, Mich. (250 w., 1400 kc., unlimited); KBTM, Jonesboro, Ark. (250 w.); WNYC, New York (Increased Time).

Six in '42

Of six new stations authorized in 1942, one, KGDK, Kodiak, Alaska, has already been deleted at request of the applicant. WSAP, soon to go on the air at Portsmouth, Va., is the only outlet which required new equipment authorized since the freeze order. KTKN, Ketchikan, Alaska was authorized Aug. 18, but this station uses facilities of the former KGBU. Other stations granted in 1942 are KXEL, Waterloo, Ia.; WSNY, Schenectady, N. Y., and WJRM, Elkins, W. Va.

Applicants for new stations, other than those for facilities of stations now in existence are: Chattahoochee Broadcasting Co. (250 w., 1420 kc., unlimited) at Columbus, Ga.; Eastern Broadcasting Co. (1 kw., 1520 kc., LT to WKBW, Buffalo) at Bayshore, Long Island; Beauford Jester et al. (250 w., 1230 kc., unlimited) at Waco, Tex.; J. C. Kaynor (250 w., 1310 kc., unlimited) at Ellensburg, Wash.; Newark Broadcasting Co. (5 kw., 620 kc., unlimited) at Newark, N. J.; Herman Radner (250 w., 680 kc., daytime) at Dearborn, Mich.; South Florida Broadcasting Co. (250 w., 1450 kc., unlimited) at Miami; West Allis Broadcasting Co. (250 w., 1450 kc., daytime) at West Allis, Wis.

Of the applicants for new stations, one of the four corporations seeking WBAX, Wilkes Barre, has newspaper affiliations. The applicant for WTMC, Ocala, Fla., also has newspaper activities, and the Chattahoochee Broadcasting Co., according to the FCC, has newspaper connections.

The Commission also has in its files 61 applications for increased facilities.

DIRECT FROM ALASKA

News Shortwaved From KFAR To This Country

FIRST DIRECT broadcast from Alaska since the start of the war was heard from KFAR, Fairbanks, Sept. 26, after many delays due to censorship. NBC reported reception on a transcontinental network "100% with fair quality."

Special authorization for the broadcast was granted by the War Department and the FCC. The KFAR transmitter, a small composite shortwave set, was once a "ham rig." Directive beam antennas, already installed for receiving press reports, were switched onto San Francisco, 2,300 miles away, and the first direct broadcast since Howard Hughes was heard from there on his round-the-world flight in 1938 was received in the States.

Gillingham a Major

GEORGE O. GILLINGHAM, information director of the FCC, who was called to active duty last year as a captain in the Chemical Warfare Service, Dec. 17 was promoted to the rank of major. He is headquartering in Washington in the office of the chief of the Chemical Warfare Service, and among other functions produces the monthly *News Letter* of the service in regular magazine format.

GROUP OF 6 BUYS INTEREST IN WEMP

ACQUISITION of half-interest in WEMP, Milwaukee, by a syndicate of six men prominent in official and broadcasting circles was effected last week for a consideration of approximately $50,000. The group acquired the 45% interest of Gene Dyer, operator of WAIT and WGES, Chicago, as well as 5% of the interest of Glenn Roberts, Madison, Wis., attorney, who retains the remaining half.

Papers were filed with the FCC late last week for dissolution of the corporation operating the BLUE Network outlet and creation of a partnership.

The group acquiring the half-interest comprises Senator Robert A. La Follette (P-Wis.); Leo T. Crowley, Alien Property Custodian; James Markham, assistant to Mr. Crowley; and Dr. Wellwood Nesbitt, Madison physician, all from Wisconsin. William B. Dolph, executive vice-president of WOL, Washington, and his brother-in-law, Herbert L. Pettey, director of WHN New York, are the other purchasers.

The station operates with 250-watt fulltime on 1340 kc.

Wine Series Change

JACK PEARL, comedian, and his stooge, Cliff Hall, stars of the *Cresta Blanca Carnival Program*, sponsored on Mutual by Cresta Blanca Wine Co., New York, since Oct. 14, are going off the show after the Jan. 6 broadcast, as a result of reported disagreements between sponsor and the comedian. The Wednesday evening series will continue to feature Morton Gould's orchestra, and according to William H. Weintraub & Co., New York, agency in charge, the format will be changed to include guest stars and variety acts.

Yankee Sale to General Tire Expected to Get FCC Sanction

Final Details Before Commission as Transfer Of New England Regional Is Considered

SALE OF the Yankee Network to the General Tire & Rubber Co. for approximately $1,200,000 was slated for approval by the FCC at a special meeting called last Thursday (a day after BROADCASTING went to press on its holiday schedule).

Considered by the Commission at its regular Tuesday meeting, approval was withheld because of the comprehensive nature of the purchase contract, which had not been fully reviewed by members. Moreover, additional information on stock ownership of General Tire was sought by the Commission, in view of the statutory requirement that not more than 25% of the stock of a parent company may be owned by aliens.

Stock Ownership

At a late hour Wednesday, before BROADCASTING closed, this information had been procured and indicated that far less than the requisite maximum stock was held by aliens. All told, there are some 3,000 stockholders of General Tire, which absorbs Yankee as a corporate entity, with about 650,000 shares issued.

There was some possibility, though regarded as extremely remote, that the actual transfer would not be approved at the Thursday meeting, but would be set down for further hearing. Lawyers for both General Tire and Yankee, however, were working overtime procuring the necessary additional details, particularly apropos the alien stock ownership question.

Along with the application for transfer, filed with the Commission Dec. 16, was a detailed 25-page contract covering the acquisition by General Tire of the Yankee interests, including the four Yankee-owned stations (WNAC, Boston; WAAB, Worcester; WEAN, Providence; WICC, Bridgeport) and its two highpowered FM adjuncts. Colonial Network Inc., a separate corporate entity, also is acquired.

The contract provides for payment of $950,000 cash and covers all of the network and station properties, plus quick assets.

John Shepard 3d, president of Yankee, under the contract is retained in an executive capacity, and it is understood that General Tire will designate him chairman of the board and general manager. It is expected William F. O'Neil, president of General Tire, will become president of Yankee, though both these matters must await a session of the new board of directors. Mr. Shepard, along with Linus Travers, executive vice-president of Yankee, are expected to be on the new board.

Some question was raised, it is understood, regarding the desirability of ownership of an important broadcasting operation by a corporation foreign to the radio field, such as General Tire. This was not considered a barrier to approval, however, under the existing law, and it was generally felt that there must be an expression from Congress before the FCC can reject such an acquisition, if all other aspects are consistent with the statutes and regulations.

Six of the seven members of the FCC were present at the Tuesday meeting, at which time the whole matter was discussed, but went over because of the alien ownership proof and the desire of members to fully acquaint themselves with the terms of the contract. The only absentee was Commissioner George H. Payne, said to be in Florida.

As BROADCASTING went to press Wednesday evening, all signs pointed to unanimous approval of the transfer despite the inferred opposition of possibly one or two members to the subsidiary corporation ownership aspect.

1942 Spot Business Shows 10% Gain

Future Is Uncertain But Agency Men Reflect Optimism

DESPITE a slight slackening in the final quarter of the year, spot broadcasting during 1942 hit an all-time high, with spot advertising expenditures for the year probably 10% or more above the 1941 total.

That, at least, is the consensus of a dozen or so leading station representatives and as many advertising agency radio executives queried by the New York office of BROADCASTING last week. While the roundup of opinions was by no means ambitious enough to be called a survey, it ought to give a fairly accurate idea of the overall spot picture.

Future Held Uncertain

As to the future, the only agreement was that it is fraught with uncertainty and no one was willing to venture even a guess beyond the first three months of 1943. For the immediate future, opinion was divided. The representatives, whose lists comprise mainly highpowered stations in major markets, were optimistic about spot holding up to or even bettering the 1942 figures. Those representing smaller stations in secondary markets in general expect some decline in business, although it should be added that even they anticipate a volume not very far below the present level. The agency men were, on the whole, optimistic, predicting many increases in spot campaigns which they felt would overbalance the losses.

On the plus side for spot is the fact that many major users of this type of broadcast advertising are selling products which have not been affected by rationing, such as soaps, cereal products, drugs and proprietaries, cigarettes and pipe tobaccos which may be expected to continue or even to expand their advertising as the national income rises, while the list of things for sale is curtailed by shortages or governmental restrictions.

Rationing May Help

Spot users for products such as soft drinks, candies and chewing gums, have been hit by rationing and have made their adjustments, so that they have already curtailed their advertising about as much as will be necessary. Still others, like certain gasoline and motor car companies, have little or nothing to sell to the public but are continuing to use time to sell service and to maintain their brand prestige.

While the effects of food rationing are still problematical, several representatives pointed out that they may be good as well as harmful to advertising. Rationing, they explained, is designed to prevent bare shelves in retail stores by limiting the purchases of each shopper so that there will be enough merchandise to supply the needs of all. Therefore, it should stimulate competitive selling, with each advertiser stressing the values his goods give for each coupon they take and with coupons rather than monetary prices being stressed in copy.

The major adverse influence on spot business, cited by many representatives, is the full-network discount plan adopted in one form or another by all nationwide networks during 1942. Advertisers who previously used networks of 50 or 75 stations and supplemented these with spot programs in selected secondary markets are being induced by the extra discounts to discard their spot advertising in favor of full networks.

This influence is strengthened by the Petrillo ban on musical recordings, making it difficult to record network programs for supplemental use by transcriptions unless the programs contain no music at all. Some advertisers are recording dramatic network shows, separating out theme and bridge music and omitting them from the records, to be filled in locally at the stations, but the necessity of doing this is not exactly a selling point for spot radio.

Spot Activities Continue

The increasing shortages of materials, forcing advertisers to change their copy from direct selling to institutional or service advertising, may be bad for spot, some representatives fear, as advertisers who have successfully used announcement campaigns for direct sales do not think of spot radio as an institutional medium and are apt to turn to network programs or magazine advertisements as having more dignity and prestige value.

These fears are not reflected in the statements by agency executives, however, who reported that their clients are continuing their spot activities. The flexibility of spot advertising, enabling the advertiser to places his messages where and when they will be most effective and allowing him to change copy and schedules rapidly when such changes are necessary is of great value to many advertisers in these rapidly changing times, the agency men report. Spot is also attractive in that it requires the advertiser to make no long term commitments, which he is hesitant to do under present conditions.

The coming year may be expected to bring a lot of changes to the American scene, changes that will affect all consumers, all business, all advertising and all advertising media, including spot broadcasting. It may also be anticipated, however, that spot broadcasting, which won its place among the nation's major advertising media in times of depression and against the strongest competition of other media, will continue to hold that place during 1943.

REUNION IN WASHINGTON for the Kennedys occurred Christmas Day at the temporary residence of the owner of the West Virginia Network and WCHS, Charleston, now on active duty in Washington as chief of the labor utilization and smaller war plants sections of the Office of Procurement & Material of the Navy, under Vice Admiral S. M. Robinson. The Kennedys (l to r): Stoddard Johnston, 18, step-son, VOC candidate in the first year at Virginia Military Institute; John H. Kennedy, 17, student at St. Alban's Washington and Lt. Com. John A. Kennedy. Other Kennedy children not present are Davis Lee, 4, Patricia Henry, 7, and Lee Johnston, step-daughter, 15. Stoddard has worked as control room operator at the Kennedy stations during vacations.

Robinson Promoted

HUBBELL ROBINSON Jr., manager of talent in the radio division of Young & Rubicam, New York, has been named associate director of radio of the agency, assisting Thomas F. Harrington, vice-president and radio director. Mr. Robinson will continue to handle talent contacts with clients and to supervise auditions.

Network Coercion Is Denied by Davis

OWI Head Says Three Chains Agreed on Broadcast Time

LASHING OUT at charges attributed to Senator Burton K. Wheeler (D-Mont.) that the Government had demanded time from the networks, Elmer Davis, Director, Office of War Information, at his news conference last Wednesday said the Senator's allegations were incorrect.

Mr. Davis said that three major networks, and not four, had agreed to a suitable time for his and Secretary of Agriculture Wickard's broadcast 8-8:30 p.m., Dec. 27. He declined to name the fourth network but declared that OWI did not force participation. Instead, he added, "they came along of their own volition."

Senator Wheeler, chairman of the Interstate Commerce Committee which deals with radio legislation, was quoted by *International News Service* as saying:

"The next thing these bureaucrats will do is to demand that newspapers carry stories in the first column of page one with streamer headlines. I'm wondering under what authority they can make these demands and I'm wondering if chain broadcasting companies will give opponents of programs the same privileges they give bureaucrats."

Replying to charges that a member of the OWI had threatened network officials by saying, "we can eventually take you over," Mr. Davis branded them as entirely false. In fact he emphasized that such a statement was not made by any one in his organization.

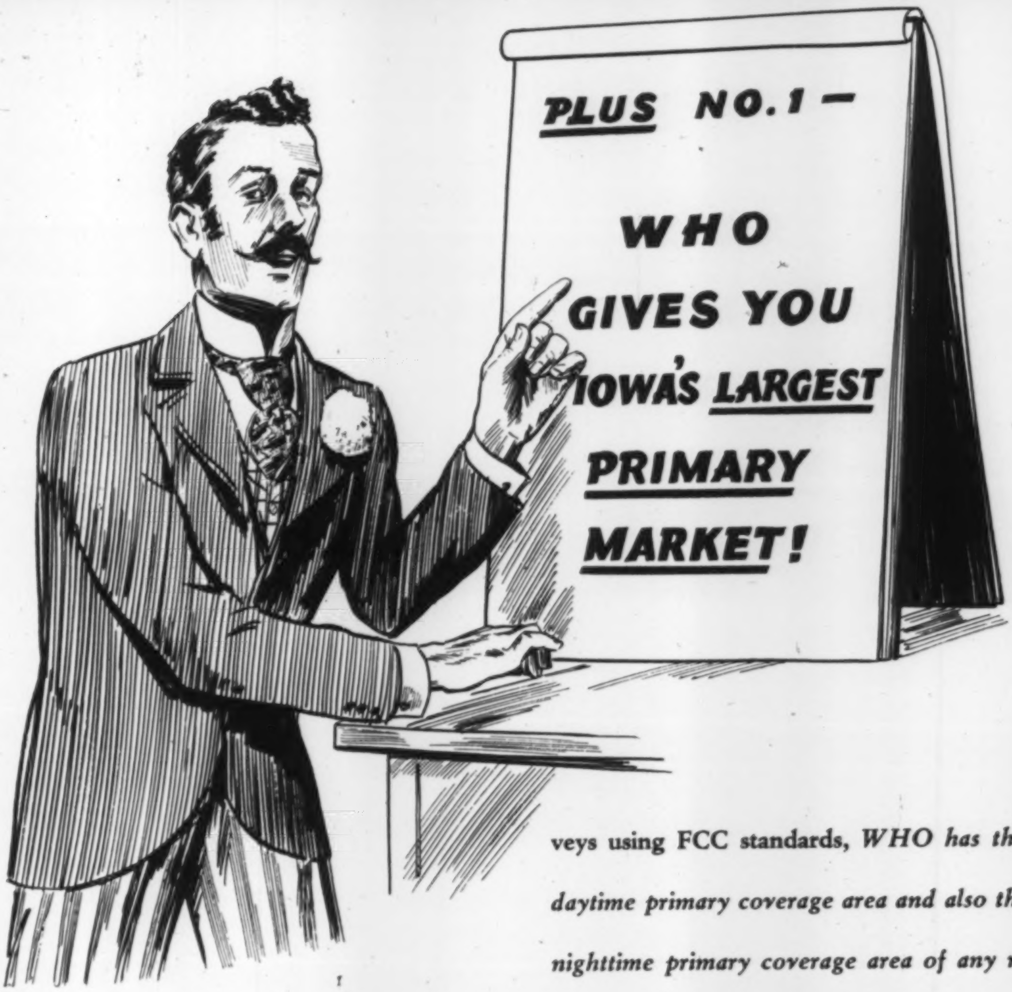
Expansion of communications facilities in North Africa within a week was announced by Milton S. Eisenhower, associate director of OWI, just returned from North Africa. Mr. Eisenhower said a new 40 kw. communications transmitter of six channels will be in operation shortly. Five channels will be used by the Army and the six for OWI purposes and news correspondents. This will mean direct communication between North Africa and New York.

RADIO PERSONNEL DENIED C RATION

Amendments to the extra gas ration restrictions, adopted by OPA last week, virtually remove radio employes from the classes of workers eligible for C rations.

New provision specifies that engineers and technicians shall receive extra gasoline for transportation from their homes to permanent facilities in suburban areas, but specifically eliminates other radio broadcasting workers from the essential workers entitled to supplementary rations.

OPA officials point out, however, that this does not prevent radio employes from seeking extra gasoline for other reasons.



● Drawing a 0.5 millivolt contour line around a station and calling it "primary coverage" is plain baloney! There are such things as cross-talk with stations on adjacent channels, inadequate signal strength for certain areas, etc. to be considered in determining the *real* coverage.

Out here in Iowa—a state that is 330 miles wide and 216 miles "deep"—mere physical coverage is a job that requires *power,* and no two ways about it.

WHO is the only 1A Clear Channel Station in Iowa—50,000 watts. Based on field strength surveys using FCC standards, *WHO has the largest daytime primary coverage area and also the largest nighttime primary coverage area of any radio station in the State*—includes or touches every county in Iowa, plus large areas in Missouri, Nebraska, Minnesota and Illinois. . . .

That's Plus No. 1 for WHO. If you want to *cover* Iowa, you can do it with WHO alone, and *only* with WHO! Write us for all other Plusses, or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Selective Service Considers Broadcasters' Deferment Plan

NAB Seeks Representation on National Group Which Would Decide Draft Cases

ACTIVE consideration is being given a request by the NAB that Selective Service include the broadcasting industry in its plan for occupational deferments established in critical scientific and other highly specialized fields.

After receipt of the request from Russell P. Place, NAB counsel, it was stated last week at Selective Service headquarters that a ruling can be expected soon. The overall plan, which probably would require modification to fit the requirements of the broadcasting industry, was released last November and covers only physicists.

If the broadcasting industry is brought within the purview of the plan, or some variation of it, an industry committee would be appointed and authorized to endorse all applications filed on Form 42-A which, in its judgment, make out proper cases for occupational deferment. Should the industry plan be approved, local boards would be so notified by Selective Service and proper weight would be given deferment requests thus approved by the projected industry committee.

Suggests National Committee

In his letter to Maj. Gen. Lewis B. Hershey, director of Selective Service, Mr. Place requested that a "national committee on radio broadcasting", functioning under the NAB, be authorized in line with the plan for creation of "national committees for critical scientific fields". He pointed out that Neville Miller, NAB president, had designated the six directors-at-large of the NAB and would designate the network directors of the association to constitute the committee. Because these directors are elected by the membership of the NAB, he said he was sure the industry would have complete confidence "in the integrity and judicial temperament of the committee".

The committee as designated would comprise Edwin W. Craig, WSM, Nashville; J. O. Maland, WHO, Des Moines; Eugene P. O'Fallon, KFEL, Denver; Don S. Elias, WWNC, Asheville; Herbert Hollister, KANS, Witchita, and James W. Woodruff Jr., WRBL, Columbus, Ga. If the networks care to be represented, these committee members would be Paul W. Kesten, vice-president and general manager of CBS, and Frank M. Russell, Washington vice-president of NBC—the only two networks represented in NAB membership.

"Inasmuch as the greater part of the industry's requests for occupational deferment deal with technicians requiring scientific knowledge or others in highly specialized fields," Mr. Place wrote, "I believe the industry can be appropriately brought under the National Committee Plan.

"The adaptability of the Manning Table plan to the radio broadcasting industry has been thoroughly explored. We have concluded that our industry, chiefly composed as it is of 909 relatively small units, is not well suited to that plan. Exclusive of network employes as such, the average number of employes per radio station is estimated to be 21, with the range of employment running from two to only 132.

21 Employes to Station

"Based on returns from a survey we have recently completed, 601 stations out of 909 in operation all over the United States and its territorial possessions have indicated that there were in their employ on Sept. 16, 1942, only 2,464 men whom they deem to be "necessary men" in critical occupations. Of this number, 150 are in Class I-A, 116 are in Class II-A or II-B, and 1,958 in Class III-A or III-B. Approximately 67% of the men in Class III-A and III-B have dependent children. Thus it may readily be seen that the number of registrants in the radio broadcasting industry likely to be affected during the next year is exceedingly small, and that our situation is one well adapted to the National Committee Plan set forth in LBR 159, and ill adapted to the Manning Table Plan."

WINNER of the nationwide contest for the best amateur interpretation of any Spanish song heard on NBC's "Pan-American Holiday," is Eugenia Demetriou, of Maspeth, Long Island, N. Y. Formal announcement will be made on the Jan. 9 broadcast of the program, which was instituted as a regular series last year to promote an understanding of the Spanish and Portuguese languages through the presentation of Latin American music.

Remote Swap

THE FAME of NAB's equipment swap service has now spread to higher, if remoter institutions. Howard Frazier, NAB engineering director, last Wednesday reported receipt of this offer from an unnamed registrant at the Minnesota State Reformatory, St. Cloud: "As an indirect aid to the war effort I should like to register as available a transmitting tube which I now have. The tube is a Raytheon RK-36. Although the tube is about 5 years old, it has been used only about 100 hours. This tube has not been abused, and unless the tube has deteriorated while laying on the shelf it should be in good condition. My minimum price is $3.75."

Doremus Names Miller

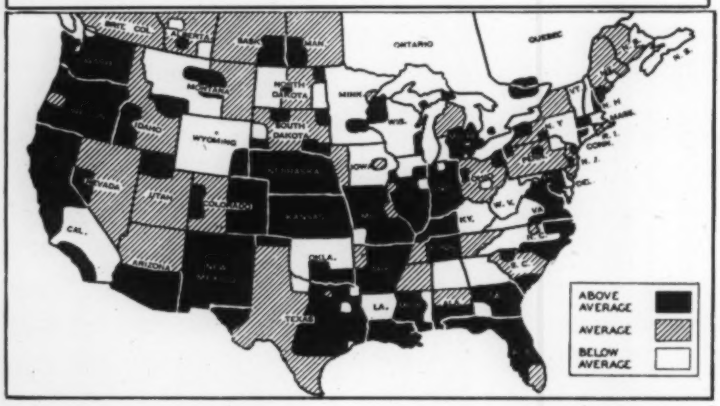
GEORGE LAFLIN MILLER, director of general advertising accounts of Doremus & Co., New York, has been named vice-president of the agency. He was formerly with Wildrick & Miller, J. Walter Thompson & Co., and Lord & Thomas, all in New York. Also joining Doremus & Co. are Charles F. Schroeder, formerly of Spot Film Productions, who will be a copywriter; Edward H. Pearson Jr., of Lord & Thomas, also to be a copywriter and account executive, and Reginald W. Tickner, formerly in the investment banking business, to join the agency's general staff.

Detrola Corp. Sold

DETROLA Corp., Detroit radio set manufacturers now engaged solely in production of special equipment for the armed forces has been sold to Strong, Carlisle & Hammond Co. of Cleveland, acording to C. Russell Feldmann, principal stockholder of the Cleveland firm which will operate Detrola Corp. as a subsidiary company. Sale was consummated Dec. 12, 1942, with the acquisition by Strong, Carlisle & Hammond Co. of the entire stock holdings of John J. Ross and family.

UNITED BUSINESS JANUARY FORECAST

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.



Crosley Is Denied W8XO Rehearing

FCC Action Means the End for 500,000-Watt Transmitter

W8XO, the 500,000-watt developmental adjunct of WLW, Cincinnati, was to stop operating with the end of the year as a result of final action taken by the FCC last Tuesday denying the Crosley Corp.'s petition for rehearing. Crosley sought a new hearing on the FCC action denying W8XO authority to experiment with increased power of 750,000 watts and at the same time allow the station's 500-000-watt experimental authorization to expire under its own terms.

War Role Slated

The Commission, in its action Dec. 29, not only denied the petition for rehearing, but dismissed the Crosley application for renewal of license of W8XO. Use of the 500,000 watt W8XO transmitter for international psychological warfare purposes is under consideration at the Office of War Information though, so far as is known, no definite negotiations have taken place for its acquisition.

Reports have been current that the transmitter either will be used as an international shortwave station or for standard broadcast band transmission to occupied countries.

Cudahy's Schedule

CUDAHY PACKING Co., Chicago, in promoting its all-purpose mineral livestock and poultry feeds, has set up the following schedule: Six participating spots a week on farm programs of WIBW, Topeka; three quarter-hours weekly on *Sky Riders*, WNAX, Yankton, S. D.; quarter-hour thrice-weekly on *Herb Plambeck's Farm News*, WHO, Des Moines; five five-minutes of *Texas Rangers*, WDAY, Fargo, N. D.; quarter hour thrice-weekly on *Early Birds*, WFAA-WPAB, Dallas-Ft. Worth, and quarter-hour thrice-weekly on the *Good-Will Family Hour*, KWTO, Springfield, Mo. Agency is Grant Adv., Chicago.

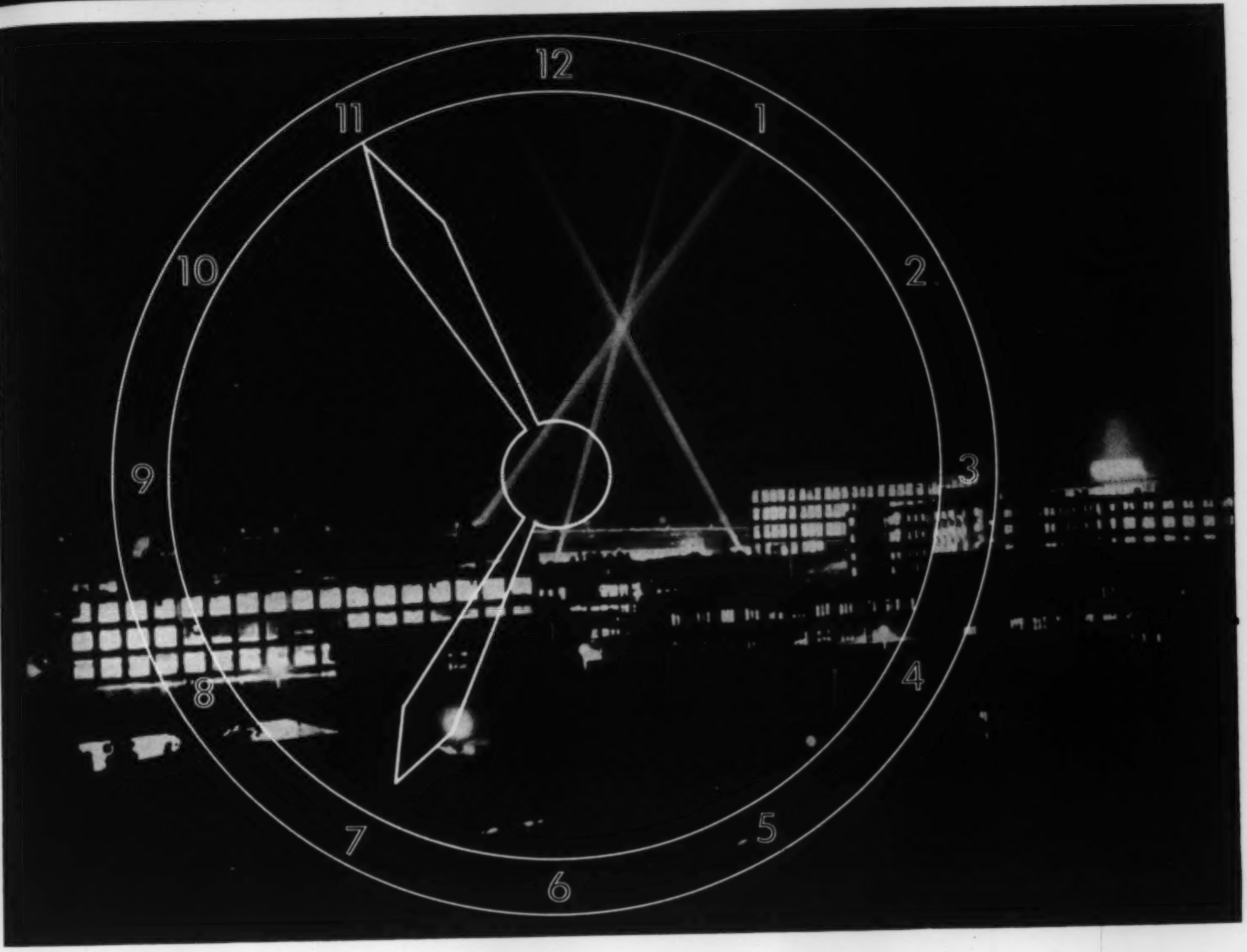
Jewish Market Data

EXPLAINING the Jewish radio market, WBNX, New York, has prepared a pamphlet to familiarize national advertisers with the buying habits, customs and the population of this group. The pamphlet is intended to promote a better understanding of the buying group on the part of advertisers and thus improve their sales opportunities.

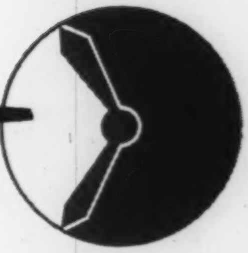
Kent to Gardner

KENT VITAMINS, being marketed by food outlets from the Kent Labs., a division of the Cupples Co., St. Louis, has appointed the Gardner Adv. Co., as agency. Radio and newspapers will be media for the new Kent product.

VAL FLEMING, financial editor of the *Christian Science Monitor*, has started a weekly analysis of the economic aspects of the war on NBC, Saturday, 1:45 p.m.



It Swings along with the Swing Shifts



● American industry is working 24 hours a day to win the war. A third of the men and women making this total effort work at night. They compose the swing shifts, who breakfast at bedtime and dine at dawn. They miss much of normal life. But United Press sees to it they do not miss the news. United Press 24-hour radio news swings along with them, keeps them as accurately, quickly and completely posted as it does listeners during the seven-to-eleven peak radio hours. No matter in what part of the nation or at what time Americans work, United Press across-the-country and around-the-clock radio service assures them of the world's best coverage of the world's biggest news.

U.P. AROUND · THE · CLOCK RADIO NEWS

UNITED PRESS

Evans Sees Radio As Vital Factor in Post-War Period

Westinghouse Official Looks To Peacetime Engineering

MIRACULOUS radio inventions developed for modern warfare, when they can be revealed, "will point to ever-increasing service that radio will provide the world after we win the war", according to Walter Evans, vice-president of Westinghouse E & M Co. and its top radio executive.

Mr. Evans

Himself an engineer, who started as a "brass pounder" on fruit ships in the early days of wireless, Mr. Evans said in a yearend statement for BROADCASTING that extension of peacetime uses of radio will wait until "we beat our enemies into submission".

He pointed out that a few weeks ago the Government permitted revelation of a new industrial use for radio in the flowing of tin which saves approximately 60% of the tin formerly required in tinplating processes. A single installation of this high-frequency equipment equals the output of 70 highpower broadcasting stations, he said.

'Battle of Radio'

Following is the full text of Mr. Evans' statement:

"When a thousand warplanes take off at dusk for an all-out raid on Continental Europe, radio guides and controls this air armada; when a Navy Task Force sets out on its mission, radio communication enables hundreds of warships to act as a compact striking unit or to disperse for individual adventure; when a mechanized army slashes at enemy lines, radio commands direct complex action denied military leaders who fought the classic battles of earlier history.

"Well-known is the use of radio to demoralize enemy military units in a thousand ways and by cleverly contrived propaganda to dissolve resistance of civilian populations.

"The fighting of men and machines today has been called the 'Battle of Radio', a term which attests to the way armies and navies of the world now depend upon radio equipment. More than anything else the term hints at what's ahead in radio because it encompasses every development now in use and others just out of the laboratory and ready to go into action against the Axis.

"A few weeks ago we were permitted to reveal a new industrial use for radio in the flowing of tin which saves approximately 60% of the tin formerly required in tinplating processes. A single installation of this high frequency generating equipment equals the output of 70 highpower broadcasting stations. Several of these installations are in operation today.

"As soon as they can be told, the secret activities of radio engineers on which our armed forces will depend for sturdy defense as well as surprise attack will point to ever increasing service that radio will provide the world after we win the war.

"Extension of peacetime uses of radio is going to wait until we beat our enemies into submission. Right now the best brains of the industry and all of its facilities are devoting every second to the job of turning out units in such volume and to such purpose that they deal punishment to the Axis and shackle every attempt to gain new conquest.

"What's ahead in radio? First, the winning of the war and after that a peacetime surge toward as many new fields as engineering and business ingenuity can apply the new radio techniques.

Foote, Cone & Belding Created As Lord & Thomas Dissolves

Name Famous in Advertising Circles 70 Years Discontinued by Lasker on Retirement

A NEW advertising agency, Foote, Cone & Belding, has made its appearance since the New Year began, to take over the interests of Lord & Thomas.

Emerson Foote, vice-president in charge of the Lord & Thomas New York office; Fairfax M. Cone, vice-president in charge of the Chicago office, and Don Belding, vice-president and head of the Los Angeles office, are officers of the new firm.

Lord & Thomas bowed out of the national advertising picture Dec. 31, with the announcement that Albert D. Lasker, principal owner, president and director, was retiring to devote himself once more to public affairs. A name which for 70 years was prominent in the advertising field, has been erased. Liquidation of Lord & Thomas completes a course of action determined upon by Mr. Lasker in 1938, when he retired as president and director to give his attention to public affairs.

War Drained Personnel

With the outbreak of war, however, the agency's personnel was affected and Mr. Lasker returned as active head early in 1942 after the successive withdrawals of Don Francisco, president, now radio director for the Office of the Coordinator of Inter-American Affairs; Edward Lasker, general manager, was appointed an officer in the Navy, and L. M. Masius, New York manager, who became a major in the Army.

Personnel changes in the past few weeks have seen the resignation in the Chicago office of John F. Whedon, vice-president; Howard Jones, vice-president, who has joined Grant Adv. as executive on the Folger account; Don Stoddard, account executive who joined MacFarland, Aveyard & Co., Chicago; Eugene Powers, copywriter, to Leo Burnett & Co., Chicago, and others. In the new organization Leo Rosenberg and Robert J. Koretz will remain as vice-president; William R. Sache, secretary and treasurer; H. R. Van Gunten, director of media; Dave Lockwood, art director; Genevieve Lemper, timebuyer, and George Heiland, production manager, will retain the positions they now hold.

Lord & Thomas was incorporated in 1872 by Daniel M. Lord and Ambrose L. Thomas and by 1898, when Mr. Lasker joined the firm, it was one of the country's three largest advertising agencies. In 1910 Mr. Lasker became sole owner, taking over the interests of Charles R. Erwin. Mr. Thomas died in 1904 and Mr. Lord had retired.

In 1918 Mr. Lasker took a leave of absence to become assistant chairman of the Republican National Committee. Later he was named chairman of the U. S. Shipping Board. He returned to the agency in 1923 and three years later Lord & Thomas was merged with Thomas F. Logan Inc. under the firm name Lord & Thomas and Logan. After Mr. Logan's death in 1928 the agency reverted to its original name.

Pioneered in Radio Time

During the first four years of radio network operation, Lord & Thomas is reported to have placed more than 30% of the entire advertising placed nationally on the air. For its accounts, the agency introduced such well-known programs as *Your Hit Parade*, *Cities Service Concert*, *The Goldbergs*, *Mr. District Attorney* and *The Story of Mary Marlin*, one of the first daytime serials.

A pioneer in the use of radio advertising, Mr. Lasker introduced the conception of advertising as "salesmanship in print" in 1908, began scientific copy and product tests, handled the first national advertising for automobile tires, and was the first to use double-page spreads in magazines other than the center pages.

Noted for his philanthropic interests in the medical, educational and charitable fields, Mr. Lasker conceived the reorganization of baseball known as the "Lasker Plan," in 1920 when Judge Kenesaw Mountain Landis was named Baseball Commissioner. He also was responsible for the first public 18-hole golf course with grass greens constructed in Pasadena, Cal.

The Canadian offices of the agency known as Lord & Thomas of Canada Ltd., with branches in Toronto and Montreal, will be continued under the direction of G. F. Mills and J. W. Spitzer, both managing directors of the firm. They will handle all current Lord & Thomas business in Canada, and for the present, it is understood, no change in the name will be effected.

Commenting on the dissolution of the firm, George W. Hill, president of The American Tobacco Co., said that his firm would continue to place its advertising with the successors of Lord & Thomas. Mr. Hill's statement declared:

"Mr. Lasker has advised us of his decision to dissolve the firm of Lord & Thomas. Of course, we are sorry. I have always looked upon Mr. Lasker as outstanding in his profession—a genius, in fact. He and I have been continuously associated for 19 years. During all that time his firm has handled the advertising of The American Tobacco Co. with a success that has made advertising history. We will continue to place our advertising with the young men Mr. Lasker has trained and who are now associated with him. The firm is to be called Foote, Cone and Belding."

Clients of Lord & Thomas listed in the announcement of the newly organized firm of Foote, Cone & Belding are:

Aircraft Accessories; Albers Milling Co.; All Year Club of Southern California; American Dairy Assn.; American President Lines; American Tobacco Co.; Armour & Co.; Associated Hotels of the West; Beatrice Creamery Co.; Bechtel-McCone Parsons Corp.; BLUE Network; Bourjois; Chanel-Barbara Gould; Californians Inc.; Carnation Co.; Cities Service Co.; C. I. T. Corp.; Calava Growers of California; California Fruit Growers Exchange; Commercial National Bank & Trust Co.

Del Monte Properties Co.; Finance Comm. Milk Fund; First National Bank of Chicago; Frigidaire division, General Motors Corp.; J. A. Folger & Co.; Illinois No. Utilities Co.; International Cellucotton Products Co.; Kimberly-Clark Corp.; Lindsay Ripe Olive Co.; Lockheed Aircraft Corp.; Lockheed Air Terminal; Luxor Ltd.; M. & M. Ltd.; Menasco Mfg. Co.; National Broadcasting Co.; New York Central System; Montgomery Ward & Co.; Owl Drug Co.; Pacific Mutual Life Insurance Co.; Prune Proration Zone No. 1; Peoples Gas Light & Coke Co.; Public Service of No. Illinois; Pepsodent Co.; Pittsburgh & Lake Erie R. R. Co.; Purex Corp.

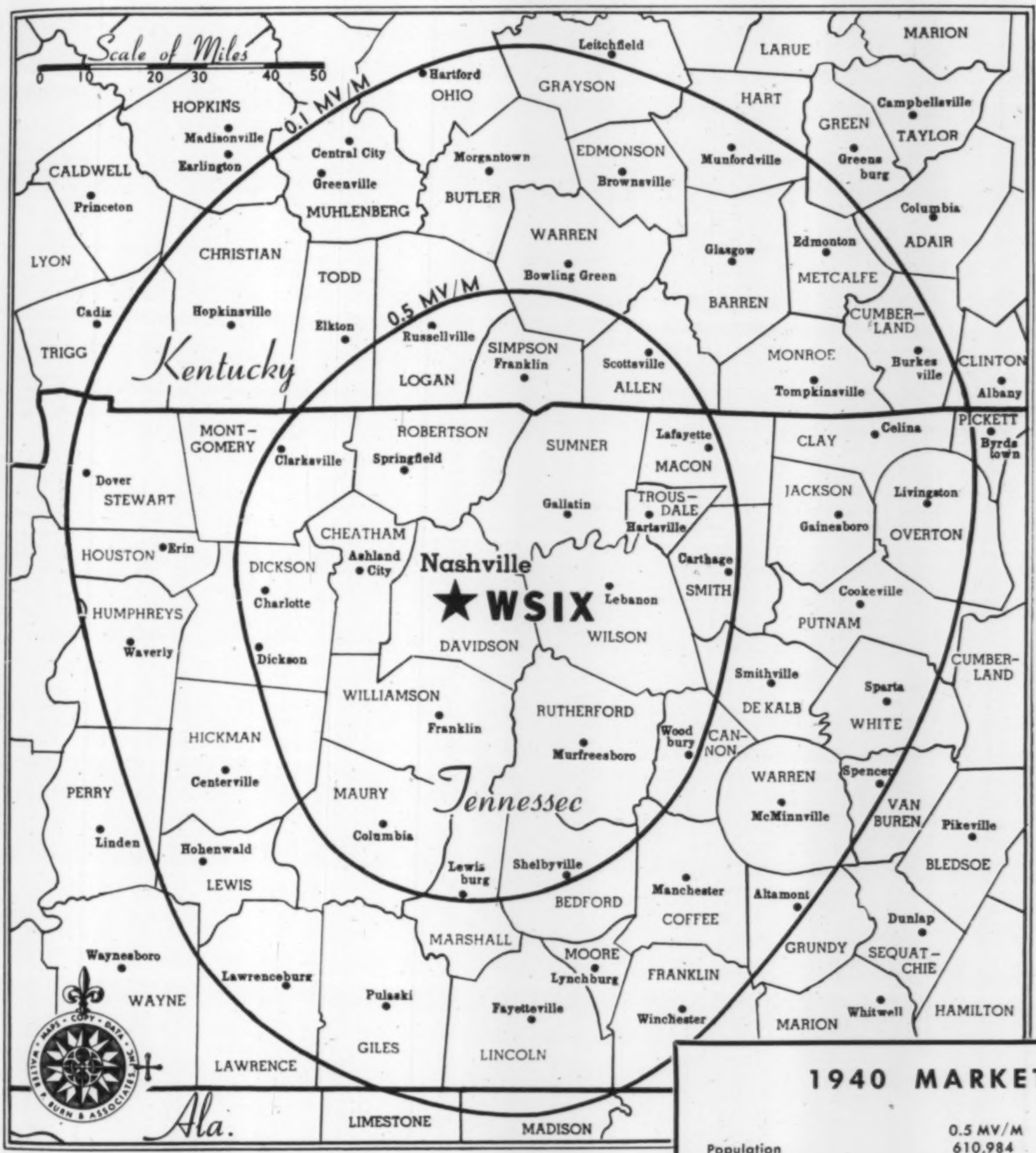
RKO Radio Pictures; Roos Bros.; Safeway; Schenley Distillers Corp.; Security First National Bank of Los Angeles; Shaler Food Products; Southern Pacific Co.; Sun Maid Raisin Growers Assn.; Sunnyvale Packing Co.; Swerl Products Co.; Tidewater Associated Oil Co.; Union Oil Co.; Unacal Oil Products Co.; Vega Airplane Co., and Western United Gas & Electric.

COCA COLA SIGNS NEW BLUE SERIES

COCA COLA Co., Atlanta, one of the most extensive users of radio with its current *Spotlight Bands* program on the BLUE and the *Pause That Refreshes on the Air* on CBS, is planning still another network program to start the end of January on the BLUE. Series will be heard five times weekly, 3-3:15 p.m., and will feature tenor Morton Downey with orchestral background.

Further details of the new show will not be announced until after a meeting of Coca Cola bottlers, to be held in Atlanta, Jan. 10-14. Agency is D'Arcy Adv. Co., New York.

COVERING
the Nashville Market


Scale of Miles
0
10
20
30
40
50
0.1 MV/M
0.5 MV/M
Kentucky
Tennessee
Ala.
Nashville
★ WSIX
HOPKINS
Madisonville
Earlington
CALDWELL
Princeton
LYON
TRIGG
Cadiz
CHRISTIAN
Hopkinsville
OHIO
Hartford
Central City
Greenville
MUHLENBERG
TODD
Elkton
Morgantown
BUTLER
GRAYSON
Leitchfield
EDMONSON
Brownsville
WARREN
Bowling Green
LOGAN
Russellville
SIMPSON
Franklin
ALLEN
Scottsville
LARUE
HART
Munfordville
BARREN
Glasgow
GREEN
Greensburg
MARION
Campbellsville
TAYLOR
Columbia
ADAIR
Edmonton
METCALFE
MONROE
Tompkinsville
CUMBERLAND
Burkesville
CLINTON
Albany
PICKETT
Byrdstown
CLAY
Celina
JACKSON
Gainesboro
Livingston
OVERTON
STEWART
Dover
MONTGOMERY
Clarksville
ROBERTSON
Springfield
SUMNER
Gallatin
Lafayette
MACON
TROUSDALE
Hartsville
HOUSTON
Erin
CHEATHAM
Ashland City
DICKSON
Charlotte
Dickson
HUMPHREYS
Waverly
DAVIDSON
WILSON
Lebanon
Carthage
SMITH
Cookeville
PUTNAM
CUMBERLAND
WILLIAMSON
Franklin
RUTHERFORD
Murfreesboro
Smithville
DE KALB
Sparta
WHITE
Woodbury
CANNON
HICKMAN
Centerville
PERRY
Linden
MAURY
Columbia
WARREN
McMinnville
Spencer
VAN BUREN
Pikeville
BLEDSOE
Hohenwald
LEWIS
Lewisburg
Shelbyville
BEDFORD
Manchester
COFFEE
Altamont
GRUNDY
Dunlap
SEQUATCHIE
MARSHALL
MOORE
Lynchburg
FRANKLIN
Winchester
Waynesboro
WAYNE
Lawrenceburg
Pulaski
GILES
Fayetteville
LINCOLN
LAWRENCE
MARION
Whitwell
HAMILTON
LIMESTONE
MADISON
MAPS • COPY • DATA • WALTER P. BURN & ASSOCIATES, INC.

1940 MARKET DATA

	0.5 MV/M	0.5 MV/M- 0.1 MV/M	Total
Population	610,984	653,510	1,264,494
Families	156,908	155,914	312,822
Radio Homes	107,100	95,100	202,200
Total Retail Stores	6,755	5,944	12,699
Sales, $	144,078	72,039	216,117
Food Stores	2,299	1,979	4,278
Sales, $	33,282	15,624	48,906
General Merchandise Stores	270	265	535
Sales, $	17,400	7,758	25,158
Filling Stations	827	834	1,661
Sales, $	11,542	6,988	18,530
Drug Stores	238	158	396
Sales, $	6,284	2,705	8,989
Other Stores	3,121	2,708	5,829
Sales, $	75,570	38,964	114,534

All money values in thousands of dollars.
Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units).
All other data from sixteenth decennial Census of U. S., 1940.

WSIX

5000 W. **980 KC.**

NASHVILLE, TENN.

THE BLUE NETWORK

WSIX, now operating with 5000 Watts, covers 107,100 Radio Homes in Tennessee and Kentucky with a Primary Signal.

0.5 MV/M and 0.1 MV/M measured by Ring and Clark, Radio Engineers, July, 1942.

National Representatives

SPOT SALES, INC.

New York Chicago San Francisco

FCC Service Rule Covers All Outlets

Regulations Are Amended to Aid Assignment Shifts

AMENDMENT of its special service authorization ruling, to make it applicable to all classes of radio stations instead of standard broadcast stations only, was voted by the FCC last Tuesday at its regular meeting. The change in regulations is designed to allow the Commission greater latitude in quickly shifting assignments of international shortwave and other types of stations to meet the exigencies of wartime operation.

Simultaneously, the FCC adopted an order extending the normal license period of international broadcast stations in conformity with the new operating plan evolved for wartime purposes with the OWI.

Following is the full text of the FCC's public notice covering both actions.

Amended Section 1.366 of its Rules and Practice and Procedure in order to make it apply to special service authorizations for radio stations generally, instead of applying only to standard broadcast stations. The amended Section reads:

"Sec. 1.366 *Special service authorizations.* Special service authority may be issued to the licensee of a radio station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor,[2] and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of the class of stations to which the applicant station belongs;

(b) That in the event the application is on behalf of a standard broadcast station, that experimental operation is not involved as provided for by Section 3.32 of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by granting the authorization requested."

At the same time the Commission adopted an Order designed to extend the normal license period of an international broadcast station. The Order states:

"1. The license term for every international broadcast station, either licensed at this date or licensed hereafter, shall end at the earlier of the following dates:

(a) November 1, 1945, or

(b) The first day after October 31, 1943, on which its operations are not controlled, by agreement or otherwise, by the Office of War Information or the Coordinator of Inter-American Affairs;

"2. The portion of Section 4.3 of the Rules and Regulations, which established for international broadcast stations a normal license term of one year, is hereby suspended until further order of the Commission."

---

[2] "Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis; formal application must be made for other authorizations."

Ripley M.C. of Series

BOB RIPLEY, originator of "Believe It Or Not" features, has been assigned as m.c. of *Scramble*, BLUE series presented under the auspices of the National Aeronautic Assn. and the Junior Air Reserve in cooperation with the Army Air Forces. Program is designed to interest young people in aviation.

IRE Will Conduct Annual Convention By Radio; Regional Meetings Planned

INSTITUTE of Radio Engineers, foregoing its usual January three-day convention in New York to conserve transportation facilities, has turned to radio to link its members into an international convention Jan. 28.

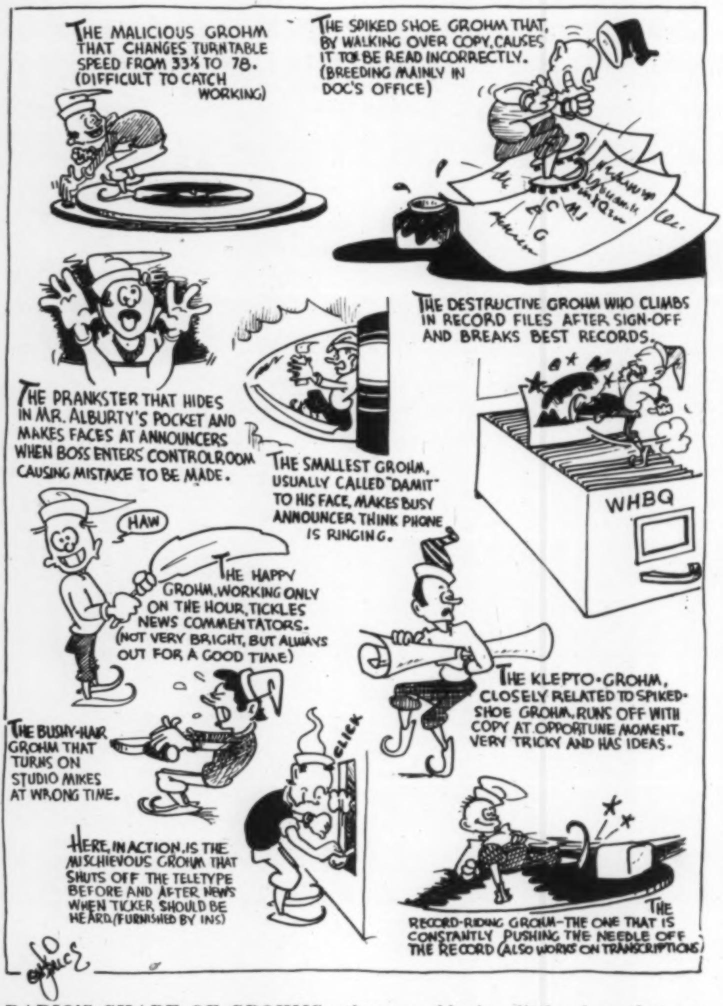
That evening, IRE members, at meetings in 11 cities in the United States and Canada, will hear their retiring president, Arthur F. Van Dyck of RCA, and their new president, Mr. Lynde P. Wheeler, chief of technical information of the FCC engineering department, speak from New York. The program, to be carried by CBS, 10:30-10:45 p.m., will switch to Washington for the principal address by James Lawrence Fly, FCC and Board of War Communications chairman.

An all-day technical meeting to be held in New York Jan. 28 will be duplicated in ten or more other cities. Copies of papers and other material presented at the New York conference will be mailed to the regional meetings, the Institute reported.

H. W. Leverenz, H. F. Olson and O. H. Schade, all of RCA, and R. S. Julian of Bell Telephone Labs., will present papers during the morning session. In the afternoon retiring President Van Dyck will give the annual report and Dr. Wheeler will be installed, following which the session will be devoted to the part the radio engineer is playing in the nation's war effort.

Lloyd Espenchied of AT&T will briefly summarize radio in two World Wars. Rear Admiral S. C. Hooper of the Navy will speak on "The Production of Radio Facilities for the Armed Services." Ray Ellis, director of the Radio-Radar Division, War Production Board, will discuss the function of the WPB in radio. F. R. Lack of the Army-Navy Electronics Production Agency will describe the work of that agency. H. P. Westman of the war committee on radio of the American Standards Assn. will speak on "Radio Standards Go to War." Kirk Miles of the National Roster, War Manpower Commission, will define the status of the radio engineer in the Selective Service and manpower program.

In the evening Dr. George C. Southworth, Bell Telephone Labs., will speak on ultra-high frequencies before a joint session of the IRE and the American Institute of Electrical Engineers.


THE MALICIOUS GROHM THAT CHANGES TURNTABLE SPEED FROM 33⅓ TO 78. (DIFFICULT TO CATCH WORKING)
THE SPIKED SHOE GROHM THAT, BY WALKING OVER COPY, CAUSES IT TO BE READ INCORRECTLY. (BREEDING MAINLY IN DOC'S OFFICE)
THE PRANKSTER THAT HIDES IN MR. ALBURTY'S POCKET AND MAKES FACES AT ANNOUNCERS WHEN BOSS ENTERS CONTROLROOM CAUSING MISTAKE TO BE MADE.
THE DESTRUCTIVE GROHM WHO CLIMBS IN RECORD FILES AFTER SIGN-OFF AND BREAKS BEST RECORDS.
WHBQ
THE SMALLEST GROHM, USUALLY CALLED "DAMIT" TO HIS FACE, MAKES BUSY ANNOUNCER THINK PHONE IS RINGING.
HAW
THE HAPPY GROHM, WORKING ONLY ON THE HOUR, TICKLES NEWS COMMENTATORS. (NOT VERY BRIGHT, BUT ALWAYS OUT FOR A GOOD TIME)
THE KLEPTO-GROHM, CLOSELY RELATED TO SPIKED-SHOE GROHM, RUNS OFF WITH COPY AT OPPORTUNE MOMENT. VERY TRICKY AND HAS IDEAS.
THE BUSHY-HAIR GROHM THAT TURNS ON STUDIO MIKES AT WRONG TIME.
CLICK
HERE, IN ACTION, IS THE MISCHIEVOUS GROHM THAT SHUTS OFF THE TELETYPE BEFORE AND AFTER NEWS WHEN TICKER SHOULD BE HEARD. (FURNISHED BY INS)
THE RECORD-RIDING GROHM—THE ONE THAT IS CONSTANTLY PUSHING THE NEEDLE OFF THE RECORD (ALSO WORKS ON TRANSCRIPTIONS)

RADIO'S SHARE OF GROHMS—those maddening little elves that are reported to be Hitler's secret weapon—are illustrated in this cartoon by C. H. Price, 19-year-old announcer of WHBQ, Memphis. Mr. Price, Station Manager Bob Alburty writes, also has an eye on the induction Grohm, which will be visiting him at an early date.

'DUFFLE BAG' KOBAK

Station Relations Men Take BLUE Executive In

HUGE DUFFLE BAG containing traveling necessities of a member of the station relations department, was presented to Edgar Kobak, BLUE executive vice-president, who claims to have visited 40 BLUE affiliates during his travels in 1942.

Headed by Keith Kiggins, vice-president in charge of stations, a delegation descended on Kobak in full force Christmas-eve to make him a member of the station relations department with the duffle bag offering, marked "Egad! Kobak! Station relations contact representative No. 8."

ED BYRON, director of *Mr. District Attorney*, sponsored on NBC by Bristol-Myers Co., New York, was the host during the Dec. 30 broadcast to a group of radio directors. This was one of a series of visits to broadcasting studios being made by the Radio Directors Guild, of which Byron is vice-president.

Woods Heads NUR

APPOINTMENT of Leslie J. Woods as vice-president and general manager of the National Union Radio Corp., Newark, N. J., manufacturers of electronic devices and radio tubes, has been announced by S. W. Muldowny, president. Experienced in the development of a worldwide communications system from 1919 to 1923, when he aided in construction of wireless stations in Hamadan, Teheran and Bagdad in the Middle East, Mr. Woods in 1923 became associated with Philco in this country as California district representative, later becoming the company's first television engineer. He was in charge of export radio receivers and vacuum tube development, 1930-38, served in the Auto Radio Division of Philco in Detroit for the following three years, becoming general manager in 1941. At the outbreak of war, Mr. Woods represented Philco in Washington.

WANTED

ANNOUNCER

Thoroughly experienced man special events as well as studio—for Columbia's station in Washington, D. C.

Give full details in letter accompanied by transcription of voice on brief news and commercial copy.

Address program manager, WJSV, Washington, D. C.

Another year --- another STANDOUT!

NINETEEN FORTY-TWO topped KLZ's 22-year span of service to the Rocky Mountain region. It was a year of standout accomplishment from every standpoint.

Yet today even greater efforts are being made to extend KLZ's service and influence in this region still further . . . to concentrate all its imagination and creative ability on the problem of more effective wartime programming . . . to continue to grow in the favor and esteem of its community, its state, and in the service of its country.

By being that kind of station for its listeners, KLZ will be the right kind of station for advertisers. Another year has started . . . another STANDOUT year for Denver's STANDOUT station and the advertisers who use it.

KLZ

Denver

Columbia
Network
560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

Government Should Buy Time, Says Small Station Operator

Institutional Advertisers Said to Ignore 'Whistle-Stop' Outlets; Krasin Favors Fly Plan for Aid

ANNOUNCEMENT that the OWI would investigate declining income of small stations with a view of formulating some plan to save them brought the following letter to the FCC from Lester Q. Krasin of the Krasin-Krutzner Broadcasting Co., operators of KTNM, Tucumcari, N. M. The letter follows:

WE NOTICED in the Dec. 14 issue of BROADCASTING that there was to be some sort of a probe by the Office of War Information into the declining income of local broadcast stations; and an investigation made of some way to help keep these "whistle-stop" broadcasters on the air.

Today, in a news dispatch from Washington, we see that Elmer Davis, director of the OWI, is quoted as saying that any suggestion that the Government should subsidize radio stations is "a very unsatisfactory idea". Mr. Davis was further quoted as saying that "their strength and freedom lies in the fact that they operate free from a government subsidy". On the surface this might appear true, but we would like to get in the record several things which Mr. Davis is evidently not taking into consideration.

No Institutional Revenue

We understand that Mr. Fly, the chairman of the FCC, will probably figure quite prominently as a witness before any investigating committee, and we are taking the liberty of presenting the side of the small, local, non-network station.

The first point that we would like to present our view on is the point that the small local non-network station does not receive *any* of the money being spent by major companies on so called "institutional advertising" programs being carried by networks. We might be a bit wrong on this and if we are, we would appreciate being corrected, but it seems to us that the Government is actually sponsoring these programs, in a way of speaking.

The Government allows these companies a certain percentage for advertising, a certain percentage of the money being paid them to make munitions. We're not kicking about this, but it seems to us that the Government is just as surely paying the networks and their affiliated stations, as they would be if they paid us for running the *Treasury Star Parade* or other programs put out by various Government agencies.

We don't want an outright grant of so much a month and have complete Government control, (which is our idea of a subsidy) nor do we believe that a loan would help the situation. A study of the profit and loss statements by local stations will show that even in good times they would have a hard time of paying back indebtedness which they would incur now. Loaning stations money would be a mighty fine way of putting the Government into the broadcasting business. For our part we wouldn't accept a Government loan of sufficient amount to carry us over a long period of losing money, because at the time we were taking it we would know that we couldn't pay it back.

Wanted: Action

If it is important to keep us small stations on the air, and we believe that most Government agencies believe it is, something is going to have to be done, and done soon.

A word about what the average small local station is doing. We're located in a town of probably not over 10,000 people, and cover probably more people in the surrounding rural area than in the urban center. We give radio service to people who have no other stable service — granted that the more powerful stations at times cover our area, but day in and day out, we are the station that they depend on. If it were not so, the average small station would have ceased to exist long ago, for after all we cannot hope to compete with network program material for listeners, but we do have two important things on our side, signal strength and local interest. We don't know the exact figure, but a good share of America is dependent upon local non-network stations for news, entertainment and educational features. This number is on the increase, due to sets (receivers) not being in the perfect condition they once were, and the impossibility of obtaining new receivers.

Offhand we would imagine that the income of the average small station has declined much as ours—right now we have about 65% of the income we had before December 1941. If the income, or the gross business of a grocery store for example, fell off that amount, it wouldn't necessarily be serious, but in a broadcast station the expenses remain almost constant. Of course there are things that can be done to reduce the overhead somewhat, but without curtailing the quality of service, a substantial cut cannot be taken in the average small station.

So it is evident that the cut comes off the top of the pile, or out of the pocket of the owner almost entirely, so when the income of a station is reduced 35%, the net income is reduced not 35%, but almost completely, in some cases it may throw the station completely in the red.

Prevailing Situation

So much on what is happening to us today, and from what we have been able to find out, this situation is a pretty general one in this area. As chairman Fly said, a 5% deduction in our income tax will not keep us on the air next year, meaning of course that we made only peanuts this year, and the outlook for the next is less favorable.

May we go on record as being in favor of the tentative suggestion made by Mr. Fly, that through some method the Government buy time from these locals, time that could be utilized for the important messages now being carried gratis by these stations. This would be all the landfall we would need, and it surely would be a small price to keep the American system of broadcasting alive.

AGAINST A MONTAGE background Bullock's Inc., downtown Los Angeles department store, broadcasts on KNX, Hollywood, its daily five-minute mid-afternoon newscast from the store's window. Interested are (standing) l to r: Frank Oxarart, account executive of KNX; Harry Witt, Southern California CBS sales manager; O. V. Johnson, account executive of Dana Jones Co., Los Angeles agency servicing the account; Franklin Archer, advertising and public relations director of Bullock's. Seated: Charleene Eddings, news copyist, Jack Slattery, newscaster.

WLB to Simplify Wage Adjustment

Regional Groups Handle Case Involving Less Than 100

SIMPLIFICATION of War Labor Board procedure in handling wage freeze adjustments is being studied by the board and steps have already been taken to speed administration of cases involving employers of not more than 100 persons.

A WLB order issued Dec. 24 delegated to ten regional directors power to rule on proposed voluntary wage increases where 100 or less persons are involved. This action is expected to insure prompt handling of any wage adjustments that broadcasters may undertake.

Permission is needed from the WLB for increases for employes ordinarily under the Wage & Hour Act, except in special cases of promotion, or merit increases. Informal rulings on jurisdiction may be had at 100 local offices of the Wage and Hour administration.

Simple Form Planned

Still under consideration of the WLB in Washington, but scheduled for release within a few days, is a new simplified form of application for wage adjustments. The exact nature and scope of this form has not yet been revealed, but one WLB official said "it will make it easier for the small business firm to apply for rulings on proposed adjustments."

At present all such applications must be made in quintuplet on the highly complicated Form 10. WLB's new form is expected to streamline the questionnaire when 100 or less persons are involved, in keeping with the Dec. 24 ruling expediting these cases.

A second WLB Order Dec. 24 delegated power to the ten regional boards to rule on disputed wage adjustments, so that the National Board in Washington becomes virtually a supreme court for appeals. Cases may go to the National Board on its own motion or on appeal, the announcement said, but employers may obey decisions of regional boards without fear of penalty in case of subsequent reversal.

Miniature WLB's

Since James F. Byrnes, Economic Stabilization Director, issued the freeze order Sept. 27, the WLB has stationed regional directors in ten cities: Boston, New York, Philadelphia, Atlanta, Dallas, Kansas City, Cleveland, Chicago, Denver, San Francisco.

Each of these Regional Offices also has a local War Labor Board made up of four representatives each of public, labor, management—exactly like the Board in Washington. These regional directors will act in cases of voluntary agreements where 100 or less are involved, and will intervene in future wage disputes.

ALASKA
ICELAND
ENGLAND
ASIA
PACIFIC AREA
ATLANTIC AREA
SOUTH AMERICA
AUSTRALIA
II
III
V
VI

KXOK now on the air
***24 hours a day...**

News 'round the clock from everywhere

KXOK is the only St. Louis station with the full 24-hour facilities of the United Press and International News Service. Listeners know it and they're keeping tuned to KXOK for the news.

War news is a powerful factor in the lives of St. Louisans. They're geared for war and they're producing war goods. They want all the news and they get it through KXOK.

This news feature is being played up in a big way in St. Louis. It's going to increase KXOK's already vast audience among 3,500,000 people in its primary area alone which penetrates four states. Audience counts . . . advertisers have it on KXOK. KXOK offers advertisers a quick and sure way to reach an ever expanding market. Sales tax reports show that retail sales in St. Louis are up 8 to 10 million dollars per month over pre-war levels. There's a lot of money being made in St. Louis and throughout the rich Mid-Mississippi Valley Market. Alert advertisers are making the most of the opportunities it presents.

There isn't a better combination in St. Louis than KXOK and the Blue Network. Write or wire for choice spots . . . learn what KXOK can do.

KXOK
SAINT LOUIS, MISSOURI

BLUE NETWORK•630 KC•5000 WATTS DAY AND NIGHT•OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

*Except Wednesday From 2 A. M. to 5 A. M.

Axis Propaganda To Latins Declines

Francisco Outlines American Efforts Through CIAA

COUNTERACTING the flood of Axis propaganda released in 20 Latin American republics via shortwave from 100 transmitters in Germany and the subjugated European nations, the United States, with current shipments of nearly two tons of transcriptions monthly, is well on its way to dislodging enemy propaganda, according to Don Francisco, radio division director of the Office of the Coordinator of Inter-American Affairs.

Mr. Francisco thus summarized activities of CIAA during a Hollywood conference in late December with Jack Runyon, Hollywood representative of the CIAA radio division staff on 1943 plans of that organization. Admitting that Germany still has the edge in beaming propaganda programs to South American countries, he went on to point out that this country is fast overtaking it.

"Just now," Mr. Francisco continued, "Germany has 100 transmitters feeding South American republics as against England's 54 and our 14." Latter number will be increased by 22 now projected or under construction, he revealed. Emphasizing the Axis programs are losing their pull while those from this country have picked up materially, he went on to cite musical programs as most popular with South American listeners. Specifically mentioning *Your Hit Parade* and the *March of Time*, he added that commentators are high in favor.

Hollywood Praised

The Hollywood Victory Committee was paid tribute for its cooperation with the CIAA in supplying radio and film talent for the transcribed and shortwave shows.

With the goal of complete coverage of the 20 South American republics in all languages and full negation of Axis propagandists, the radio division director of CIAA expressed as heartening the progress being made in breaking down Latin prejudices towards the United States. "The people," he stated, "are gradually being slanted away from the Axis-propaganda conception of Americans as mercenary, selfish and lacking in culture. Our virtues are being accepted due to the excellent job being done by our organization here and in New York."

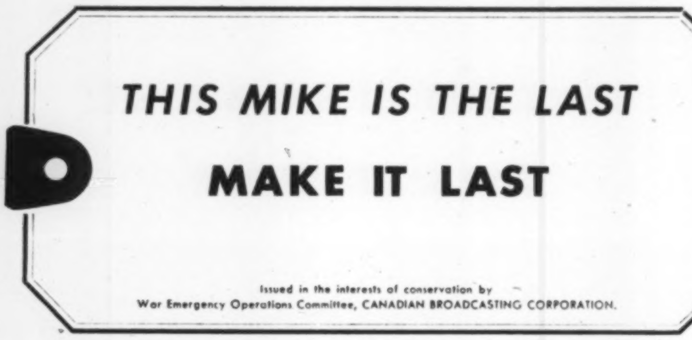
To illustrate how that job is being accomplished, Mr. Francisco pointed to the numerous Latin American programs offered by NBC and CBS monthly. Each week some 36 shows are released with daily schedules comprising 16 hours of Spanish programs, seven hours of Portuguese and eight hours of English. With development of native talent for radio seen as the present need, Mr. Francisco revealed that work was already under way.

CBC DRIVE FOR CONSERVATION

Recorded Talk and Tags Used in Campaign to Preserve Radio Equipment

AN EQUIPMENT conservation campaign is now under way on Canadian stations. Dr. J. S. Thomson, general manager of the Canadian Broadcasting Corp., has recorded the campaign's opening talk which was sent to all CBC stations and studios. Canadian stations have been supplied with bright yellow tags to hang on microphones in all studios to point out to take care in handling.

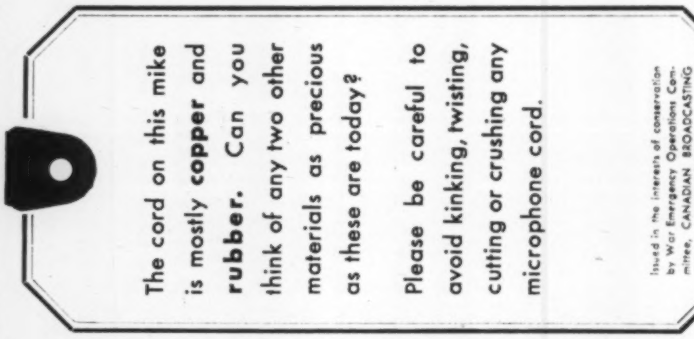
The tags read: "This Mike is the Last. Make it Last". "If You Must Bust Something Try the Axis, but Lay Off Me. Yours for the Duration, Mike", "For the Love of Mike, Handle with Care." On the reverse side of each tag is a similar brief message calling attention to conservation of copper and rubber, with a caution that there are no replacements or repairs for microphones. The tags were issued by the War Emergency Operations Committee of CBC.



THIS MIKE IS THE LAST

MAKE IT LAST

Issued in the interests of conservation by War Emergency Operations Committee, CANADIAN BROADCASTING CORPORATION.



The cord on this mike is mostly **copper** and **rubber.** Can you think of any two other materials as precious as these are today?

Please be careful to avoid kinking, twisting, cutting or crushing any microphone cord.

Issued in the interests of conservation by War Emergency Operations Committee, CANADIAN BROADCASTING CORPORATION.

In his recorded talk Dr. Thomson said: "Being an old infantryman, I think wars are won by the men who fight them on the battlefronts, on sea or land or in the air. But I also know how wars can be lost, and among the most important factors is a collapse in public confidence. That is where you and I come into the picture of the war.

"Like all other branches of the services, we need our munitions. They consist of physical apparatus such as transmitters, connections, batteries, wires, telephones, and that familiar, sensitive and all-important instrument into which all that we produce must first of all go—the microphone. There can be no replacement. There must be no waste. Make the same bit of equipment do twice; make it do three times, four times, even more if you can.

"Don't throw anything out. Keep it. Repair rather than discard. There must be no use of equipment beyond what is absolutely necessary. It is better to do without now than to do without it hereafter when you may need it rather urgently. Keep what you have in good condition."

The CBC War Emergency Operations Committee consists of Charles Jennings, Toronto, program planning supervisor, chairman; D. C. McArthur, Toronto, chief news editor; E. W. Jackson, Toronto, traffic supervisor; J. A. Ouimet, Montreal, assistant chief engineer. The subcommittee on conservation is composed of Wells Ritchie, Toronto, Ontario Press and Information representative, and H. E. S. Hamilton, Toronto, technical liaison officer.

Enemy Patents Open

THOUSANDS of enemy-held patents, including almost 2,000 processes of special interest in the electronics and radio field, are now controlled by the office of the Alien Property Custodian, it was announced in Washington last week, and unrestricted licenses are being offered to American manufacturers. Index of available patents may be obtained at the Office of Alien Property Custodian, Chicago. A $50 fee is charged for licenses, but no royalties or other charges are involved.

NIGHT CLUB BUYS 4-STATION DRIVE

A 52-WEEK radio campaign is under way for the Frank Palumbo cafe, Philadelphia, one of several night clubs operated by the Frank Palumbo interests. In the past the cafe's advertising budget was devoted almost entirely to newspapers, although radio was used periodically. With a 1943 budget of $75,000 for radio, newspapers and outdoor advertising, radio will receive more than $20,000 for a series of 72 transcribed spot announcements each week on four Philadelphia stations, WFIL WIP WPEN WDAS. The campaign began Dec. 24.

Robinson Recording Labs., Philadelphia, cuts the records. Commercial copy, emphasizing the cafe's banquet facilities, is handled by Jack Steck, WFIL publicity director. Radio and outdoor advertising were placed by David Lodge Adv. Agency, Philadelphia. Morton J. Schwartz Agency, Philadelphia, handled newspaper copy.

Other cafes and night clubs in the Palumbo group, for which radio campaigns are under consideration, are the New 20th Century, Philadelphia; Renault Tavern, Atlantic City; Club Avalon, Wildwood, N. J., and Paradise Cafe, Trenton. A new club, The Cove, will be opened shortly in Philadelphia.

CBC to Buy News

A NEW PLAN whereby the Canadian Broadcasting Corp. will pay for its news from Canadian Press and British United Press, which it has been receiving free since the inception of the CBC News Bureau Jan. 1, 1941, is now nearing completion. According to the *Toronto Financial Post*, the new system goes into effect April 1, 1943, and the CBC will pay the Canadian Press $40,000 a year for its full news coverage. A similar arrangement is being made with BUP, the newspaper states. Before the CBC set up its own news bureau, it was supplied with CP bulletins and the expense of getting these ready for radio use for the CBC was paid by the CBC, amounting $20,000 a year. Now CP sells news to individual broadcasting stations through its subsidiary, Press News Ltd.

FDA Issues Reports

FARM market reports carried daily by more than 450 radio stations and the recently started wartime food bulletin used by 175 stations, will be issued by the Food Distribution Administration, instead of the Agricultural Marketing Administration which will be dissolved effective immediately. The various offices and local branches of AMA will also operate under the new name. The department will be directed by Roy Hendrickson, former commissioner of the AMA.

Transcribed Prayers

VOICES of Springfield, Mo., ministers are heard over KWTO each morning at 7:45 in a transcribed prayer. Half of the one-minute period is devoted to silent prayer.

Like Pepper Pot . .

KYW is Philadelphia's Dish!

High among the fine things appreciated in Philadelphia is KYW and Philadelphia advertisers know it. In five short years their purchases of KYW program time have increased 780%.

Pepper Pot is a soup or stew, famed in Philadelphia for its dumplings and its highly seasoned flavor.

We mention this because Philadelphia time buyers are in the ideal position to judge Philadelphia stations. They know the results their associates and competitors have had. And they now contract for nearly half of KYW's non-network time!

KYW
PHILADELPHIA
50,000 WATTS

You need a 50,000 watt station in the nation's third market. You need KYW's directed coverage of the entire trading area. Investigate the availabilities—and make KYW your dish, too.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES

Radio Booms a Furniture Mart

Merchandise Moves During Normal Lulls

By **WILLIAM CRANE**
President
Crane Brothers Furniture Co., Philadelphia

FINDING OURSELVES in a period of upset business conditions, just before the sneak attack of the Japanese on Pearl Harbor, it was a bold venture that led Crane Brothers Furniture Co. to an entirely new medium of advertising. Radio, while not exactly "new", was untried and untested so far as our business was concerned. It was quite a step when one considers that until then the scope of our advertising was confined to small insertions of an institutional nature in the classified columns of only one local newspaper.

The job that radio proved it could do for us far exceeded our wildest hopes and dreams. Little wonder for all my enthusiasm when the topic of conversation is kilocycles. I can now look back to our first 12 months in radio and, attributable entirely to the radio, find that it has brought us the most profitable year in our history. And that goes back to 35 years ago—over similar periods of wartime stress, periods of depression and periods of prosperity.

Credit Rejections Drop

Radio has done for us two things, which I am certain no other medium could have been able to do. First, it brought to our furniture showrooms, which are just outside the central shopping district, a better class of customer—creating a new market for us in finer furniture merchandise. And just as important, it has expanded—and at the same time refined—our budget business. Prior to our entrance into radio, our credit rejections were averaging around 15%. Now, after a full year on the air, credit rejections average only 1% of applicants.

It was on Nov. 3, 1941, that we purchased *It Happened Today*, a 15-minute dramatized news show on WPEN, Philadelphia, Mondays, Wednesdays and Fridays. The only dramatized news show on a Philadelphia station, it had been building an audience for several weeks as a sustaining feature. Written and directed by Robert H. Bloomfield, continuity director of WPEN, the program was highly satisfactory. We provided only commercial material and the station wrote the entire show, including commercials.

Business Soars

Since radio was an untried venture for us we took the program on a trial basis for 13 weeks. After all, it is an advertiser's privilege to be cautious and to seek full value for each dollar he spends. If the results justified it, we intended to renew for the balance of the contract year after the 13-week trial period.

Once on the air, it did not take us long to realize that we had "struck it rich" with radio. Although we had not, at the time, broken down our sales figures for 1941, by early January, 1942, our sales had begun to soar to unprecedented heights. Our business for 1941 had shown the greatest rise for November and December which is normally a slack period. It was our first two months in radio. The answer was obvious. Our radio program was doing the job we expected. I am frank to admit that we found in radio a "pot of gold."

It was all the more remarkable to us because this was a period that brought depressing war news at home and abroad. It was a period of growing Government regulation. It was a period of general recession in furniture trade as sales dropped sharply in other stores. But it was radio that turned the trend for Crane Brothers.

Entire Sale Item Told

There was no question but that it was our radio program which brought about this rise in business. We were sure of it. We had been able to check by the response of our customers. In many instances they told us they had heard our program. In other cases we noted that they asked for the particular merchandise being advertised on the air. During the Christmas buying season of 1941, the commercial copy on three programs was devoted entirely to fireplace sets. Before Christmas day we had completely sold out our entire stock of fireplace sets.

It was only the ninth week of our 13-week trial period and already we found it expedient to act upon our option earlier than we had expected. Accordingly, we renewed the program to continue for the full 52-week period until Oct. 31 of last year. And it was without any hesitation, in face of continuing adverse conditions in the furniture industry, that we again readily renewed *It Happened Today* for 52 more weeks to make for our second year in radio.

Earlier last year, when we fully analyzed our sales records, we found that the year 1941 was the biggest in sales and dollar volume in our 35 years in the retail furniture business. And since most of this volume came in November and December, we were just as correct in assuming that a large portion of it was due directly to our radio program.

Higher Type Customers

Before many more weeks rolled by, we began to realize a most significant fact. Our radio program was bringing about a change in the type of our customer. A change for the better. We began getting a more substantial type of customer and our unit sales began to rise accordingly. Although we were out of the better shopping district, we were getting the better class of furniture buyers who do not usually shop in this neighborhood. It was the kind of store traffic we had always hoped to get. And now, thanks to our radio program, we were actually getting it. Moreover, our budget business continued to expand.

Our sales reports for July also proved very interesting. In keeping with the upward trend of our sales, it was our biggest month. We regarded that as an unusually fine record, especially since the weather in July was against us. One week's promotion on our radio program of living room chairs and easy chairs brought us the biggest volume of business in that line during the firm's entire 35 years in business. More recently, in October of last year, our records showed the biggest month sales on expensive bedroom suites, which we featured extensively in our radio copy.

Business Still Grows

Our system of checking each day against the same day in 1941 shows that we are equalling and even bettering our 1941 mark. Our business in 1942 promises to be more profitable than in any other year. That we attribute entirely to the better class of customer we are getting since we began our radio program, and to the expansion in budget business.

I think we are putting the advertising medium on the spot when I say that we are relying on our radio program to continue to pull for us the way it has been doing. Except for some small insertions of an institutional nature in the classified columns of only one local newspaper, we are depending solely on radio to keep bringing in business. From the undeniable evidence of our sales records, we feel certain that a radio program which can build an audience for us also is a sales-getter.

Is it any wonder we are so firm in our conviction that radio can be depended upon to create sales for the retail furniture store in face of a sagging market?

RENEWAL TIME at NBC central division finds A. E. Taylor, advertising manager of Skelly Oil Co., signing for an additional 52 weeks on the company's early-morning news show, featuring Alex Dreier, commentator recently returned from a London assignment. Contract ceremony approvers are: (l to r) George Diefenderfer, NBC salesman; J. W. Shaw, account executive of Henri, Hurst & McDonald, Chicago, agency; Paul McCluer, NBC central division sales manager, and W. Ward Dorrell, who is the radio director of Henri, Hurst & McDonald.

Name Omitted

INSTEAD of a concise station break, the control room of WPDQ, Jacksonville, waited on a dead silence. Managers, editors, directors rushed in to confront an unhappy announcer. "Gosh," he bleated, "I couldn't remember the call letters!"

St. John in New Series

ROBERT ST. JOHN, commentator and former London correspondent of NBC, will be heard on NBC starting Jan. 4, at 10 a.m., in a five-weekly discussion of prominent personalities actively engaged in various phases of the war effort. Program will open with a chatty biography of the news personality of the day, followed by a discussion of his work and problems, and an analysis of their impact on the average listener.

Series is designed to clarify for the housewife the basic problems of the war, in terms of persons concerned with their solution. Program replaces St. John's 1:45 p.m. series started recently on NBC on a five-weekly basis.

KWIK KWIZ

FOR BROADCAST-BUYING BOOKWORMS

THIS ABOVE ALL

K_ _ _ _ _ _

GONE WITH THE WIND

M_ _ _ _ _ _ _ _

DRAGON SEED

B_ _ _

PRESENT INDICATIVE

C_ _ _ _ _ _

One guess as to Kansas City's "best-seller" this year and every year. Exactly—it's KMBC, the author of so many fascinating stories of successful radio advertising. The record book shows KMBC carrying more national spot business than any other Kansas City station—which speaks volumes for KMBC's pulling power. Strictly for publication, KMBC leads in Kansas City by nine different standards of radio station superiority. We're first in program production—first in promotion, in public service—in popularity of network programs. First, in fact, by almost any gauge you might apply. So if you're interested in getting "rave" reviews from your severest critics, the listeners, put a show on KMBC. From the first edition on, you'll know you've got a classic in sales-boosters.

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

THE ANSWERS

K IS FOR KNIGHT (Eric)
M IS FOR MITCHELL (Margaret)
B IS FOR BUCK (Pearl)
C IS FOR COWARD (Noel)

Place of Advertising After the War Will Be Studied by Conference Board

A SCIENTIFIC study of advertising and the place it will occupy in the post-war economy, with special attention to its part in the reconstruction of the consumer market after the war, will be started early this year by the National Industrial Conference Board, a non-profit institution for research in problems of industrial economics and management.

Study, as outlined to BROADCASTING by Leonard Kuvin, administrative director of the Conference Board, will appraise advertising as an instrument of economic development and social progress and not merely as a means of promoting the sale of consumer goods.

Raising Fund

It will take from six months to a year to complete, he said, and will be underwritten by the entire advertising industry. A committee of 11 leaders of American business is now raising a fund of $200,000 to finance the study.

Explaining that the NAB has already pledged its support of the project in the name of the broadcasting industry and that the four nationwide networks have also pledged contributions, Mr. Kuvin said that a letter to the regional networks and individual stations will go out shortly. In mid-December, he said, letters were mailed to national advertisers, advertising agencies and publishers of magazines and newspapers.

Idea for such a study was first broached to the NICB last summer by James F. Bell, chairman of the board of General Mills, Mr. Kuvin explained. When the organization agreed that such a study was needed and that it was equipped to handle the research, Mr. Bell organized his sponsoring committee, whose other members are: W. B. Bell, president, American Cyanamid Co.; Ralph Budd, president, Chicago, Burlington & Quincy Railroad; C. M. Chester, chairman of the board, General Foods Corp.; W. D. Fuller, president, Curtis Publishing Co.; Walter S. Gifford, president, Americal Tel. & Tel. Co.; A. W. Robertson, chairman of the board, Westinghouse Electric & Mfg. Co.; Alfred P. Sloan Jr., chairman of the board, General Motors Corp.; Arthur Hays Sulzberger, president, *New York Times;* Niles Trammell, president, NBC; Thomas E. Wilson, chairman of the board, Wilson & Co.

Objective of the study, as stated in a prospectus prepared by the committee, "is to assemble and present impartially for general use the facts regarding the extent of the use of advertising as a tool of the American enterprise economy, and its economic and social effects upon the level and pattern of American living during the period of expansion since the last war. The investigation is designed to bring together for the first time in a comprehensive way, for the use of everyone concerned with advertising as consumers, producers, advertisers, or from the point of view of public policy, reliable and practical information about advertising as an industry and as an economic and social force in American life."

Scope of Study

Study will not concern itself with the problems of advertising copy or presentation or other matters of technique, Mr. Kuvin said, but will investigate such fields as the part advertising plays in stimulating technological progress which produces new consumers' goods and new fields of employment, or the cultural contributions of advertising, such as the sponsorship of broadcasts of symphony concerts by industrial companies, which tend to raise the musical tastes of the nation.

Questionnaire method will be largely used, he said, in collecting data which will then be studied by technical advisory committees of experts from the various fields of advertising. A number of these committees will be formed and will be called together frequently to give practical guidance to the various phases of the research and to keep it alive and prevent its degeneration to a mere desk job.

The money which is being raised to finance the work will be divided into two equal parts, Mr. Kuvin stated. $100,000 will be allotted to research and the other $100,000 to the presentation of the findings of that research in popular form. The sponsoring committee, he said, has insisted that this not be a dry-as-dust reference work to be studied by a few research students but a usable guide for advertising men that can also be understood by public at large.

Among the main topics to be studied, with the cooperation of the technical consulting groups in the various fields affected, the prospectus lists the following:

1. The relation between advertising, productive expansion and employment.
2. The relation between advertising and technological development.
3. The effect of advertising on total national consumption, i.e., on plane of living.
4. The effect of advertising on diversity of goods and services, i.e., on pattern of living.
5. The effect of advertising on per capita use of staple commodities.
6. The effect of advertising on distribution of family income between consumption and savings.
7. The effect of advertising on per capita use of specialties.
8. The effect of advertising on flow of necessaries, comforts and luxuries, respectively.
9. The relation between advertising and the growth of use of consumer credit.
10. Advertising as integral part of management of selling and cost of distribution.
11. The role of advertising in support of the press.
12. The support given by advertising to broadcasting, to the system of radio communication, in private hands, as distinguished from government broadcasting.
13. The dimensions of advertising as an industry.

Gould-Moody Pamphlet

TECHNICAL standards and good engineering practices of the NAB for electrical transcriptions and recordings for radio have been published in handy leaflet form on durable stock by Gould-Moody Co., New York, manufacturers of Black Seal Glass Base discs, and are being distributed without charge to those requesting the folder.

Harry Fox Signs AMP, WBS Pacts

Copyright Fees for 1943 to Remain at $10 per Master

HARRY FOX, agent and trustee for a large number of publishers including the majority of ASCAP's publisher members, has negotiated contracts with Associated Music Publishers and World Broadcasting System for the use of the music of these publishers in their transcription library services during 1943 at the rate of $10 per tune per master recording, Mr. Fox reported last week.

In November, Mr. Fox had announced that his principals were in 1943 reverting to the former royalty fee of $15 per composition per master on the basis that the reduction had been given only as a temporary measure until the majority of stations had again taken out licenses from ASCAP following the break between that music licensing organization and the broadcasting industry in 1941.

When the increase was announced, however, Mr. Fox said that the transcription companies protested that with the Petrillo ban on the recording of new music they would like to retain many previously recorded numbers in their libraries and that this would be prohibitive at the $15 rate, so his publishers consented to continue the reduced fees for another year. New contracts are practically the same as those for 1942, he said.

NBC a Holdout

NBC radio recording division and Lang-Worth feature programs did not last year sign the contracts offered by Mr. Fox and are not expected to sign for him for 1943. NBC has made individual long-term contracts with a number of ASCAP publishers for the use of their music on the Thesaurus recordings.

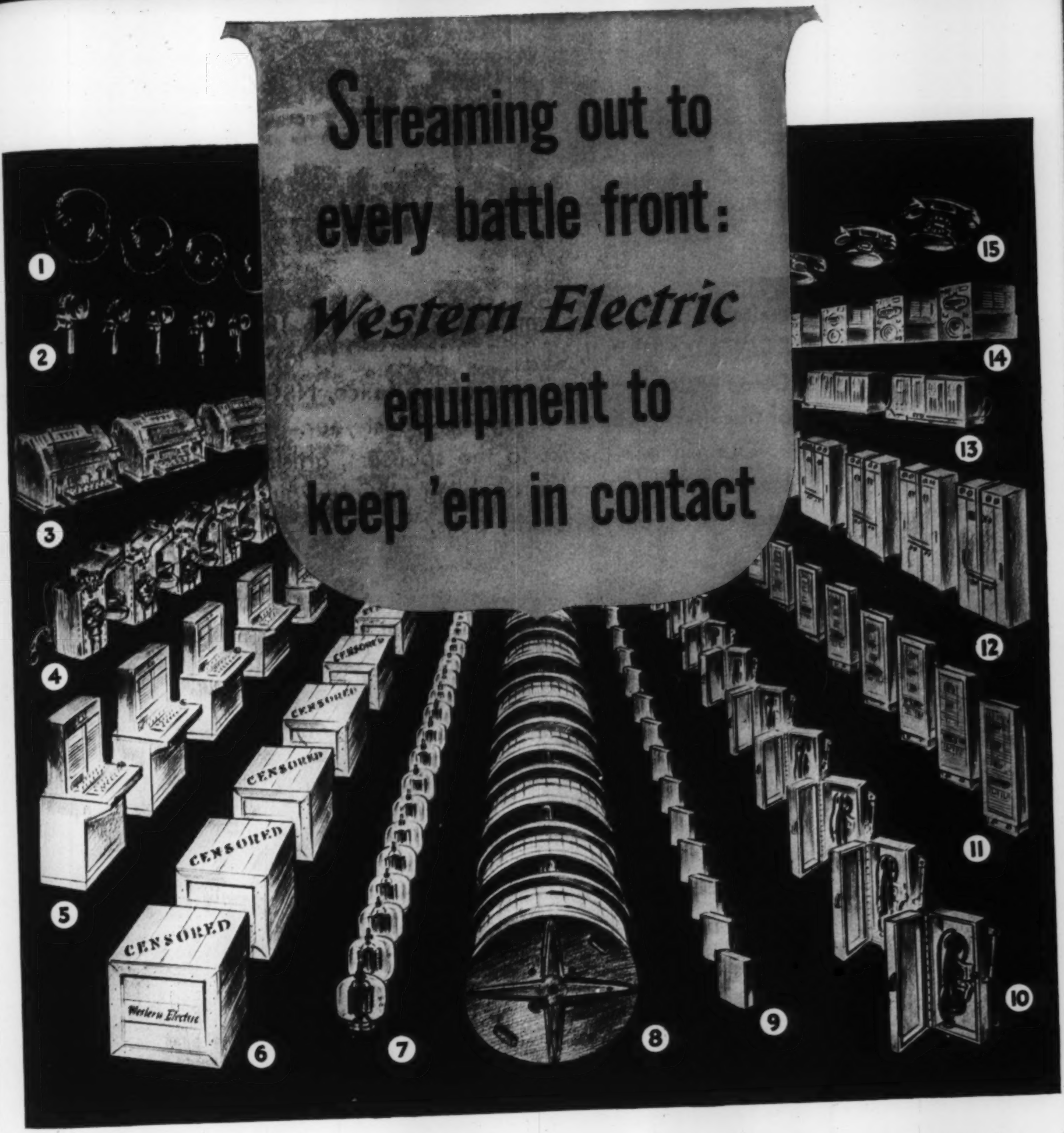
Lang-Worth has followed the policy of making individual deals for whatever ASCAP compositions it may wish to record, declining to accept the terms of the Fox contract which it feels would in effect make it a collection agency for Mr. Fox. NBC has stated that it would have no objection to dealing with Mr. Fox should any publishers request it to do so, as long as music can be obtained at terms acceptable to NBC.

New Boston Symphony Series

A SERIES of concerts by the Boston Symphony Orchestra, conducted by Serge Koussevitzky, and designed for Latin American audiences by NBC's international division, began Dec. 30. Spanish listeners will hear the concerts Wednesdays, 11 p.m. to 12 midnight on WNBI WBOS WGEA WGEO WRUW, while Portuguese-speaking South Americans will hear the broadcasts on WRCA and WCBX, Thursdays, 6-7 p.m. The Boston Symphony started a special series of concerts for American listeners on the BLUE Dec. 26.

WSAI IS A
GOOD RADIO
STATION
IN A FINE
MARKET

WSAI
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS — 5000 Watts Day and Night
Represented by Spot Sales, Inc.


Streaming out to every battle front: Western Electric equipment to keep 'em in contact
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
CENSORED
CENSORED
CENSORED
CENSORED
CENSORED
Western Electric

1 HEADSETS for many types of communication.

2 MICROPHONES of numerous types for planes, tanks, boats and gun crews.

3 TELETYPEWRITERS for military and industrial communications networks.

4 FIELD TELEPHONES for use on all battle fronts.

5 TELEPHONE APPARATUS of many kinds for industry, military camps and theatres of war.

6 EQUIPMENT of many types which can not be revealed.

7 VACUUM TUBES for many types of communications equipment.

8 FIELD TELEPHONE WIRE AND CABLE for armed services and war industries.

9 QUARTZ CRYSTALS for radio sets and carrier telephony.

10 SOUND POWERED TELEPHONES for cargo vessels and fighting ships.

11 BATTLE ANNOUNCING SYSTEMS for carriers and other warships.

12 FIXED RADIO TRANSMITTERS of many types for global communications.

13 RADIO SETS for use in army tanks.

14 RADIO COMMAND SETS for use in Army and Navy planes.

15 TELEPHONES for military and industrial communications.

11 out of 18 Poll

Eleven NBC programs land among the 18 winners in this year's RADIO DAILY Poll, as against 10 out of 18 last year. On the "Favorite Commercial Program" side of the fence, NBC advertisers take 8 out of the first 10 places as against 6 last year.

Our sincere thanks to the sponsors, artists and those behind the scenes for their part in enabling NBC to vault to new heights in this year's program popularity polls.

FIRST PLACES

11 out of 18 on NBC!

Favorite Entertainer—Bob Hope
Favorite Commercial Program—Bob Hope
Favorite Comedian—Bob Hope
Favorite Dramatic Series—One Man's Family
Favorite Male Vocalist (Classical)—Richard Crooks
Favorite Quiz Show—Information Please
Favorite Sports Commentator—Bill Stern
Favorite Symphony Conductor—Arturo Toscanini
Favorite Female Vocalist (Popular)—Dinah Shore*
Favorite Male Vocalist (Popular)—Bing Crosby
Favorite Educational Program—Chicago Round Table

*Also heard on another network

FAVORITE ENTERTAINER

7 out of 10 on NBC!

Bob Hope
Jack Benny
Bing Crosby
Fibber McGee & Molly
Edgar Bergen
Red Skelton
Eddie Cantor

Winners on NBC!

FAVORITE COMMERCIAL PROGRAM

8 out of 10 on NBC!

Bob Hope
Fibber McGee & Molly
Jack Benny
Kraft Music Hall
Information Please
Chase & Sanborn Hour
The Aldrich Family
Red Skelton

FAVORITE COMEDIAN

8 out of 9 on NBC!

Bob Hope
Jack Benny
Fibber McGee & Molly
Edgar Bergen
Red Skelton
Eddie Cantor
Abbott & Costello
Fannie Brice

FAVORITE DRAMATIC SERIAL

TOP 3 on NBC!

One Man's Family
The Aldrich Family
Vic & Sade*

FAVORITE SYMPHONY CONDUCTOR

TOP 3 on NBC!

Arturo Toscanini
Leopold Stokowski
Frank Black

THIS IS THE NATIONAL BROADCASTING COMPANY

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building
Subscription Price: $5.00 per year—15c a copy Copyright, 1942, by Broadcasting Publications, Inc.

It Would Help

DEEP CONCERN over the future of scores of small radio stations has been expressed by various Government agencies. The FCC has just sent to some 300 stations questionnaires designed to provide data on revenue, operating losses etc. [BROADCASTING, Dec. 28]. With that information the FCC hopes, in collaboration with the OWI, to arrive at some solution to the fast-dwindling income problem which confronts the smaller stations.

During World War I—before radio's meteoric development—the Government put across many ideas through newspaper advertising. Copy was provided by Government agencies and newspapers were privileged to sell the space to local merchants, either as individuals or on a participation basis.

Today conditions have changed. With rationing of virtually all essentials scheduled in the near future, the smalltown retailer must necessarily curtail his advertising budget, with national advertisers placing the larger share. That national advertisers plan to keep trade names before the public, is indicated in present copy. C. M. Chester, chairman of General Foods Corp., in his yearend summary for the Dec. 28 BROADCASTING, said: "A recent survey among our 67,000 stockholders indicates that more than 88 in every 100 believed that the company's policy on continued advertising of its brands, the sale of which has been restricted because of war conditions, is 'advisable', or 'of some benefit'."

Radio reaches into virtually every home in the country. In the year just ended the four major networks alone devoted well over 4,000 hours to broadcasting war effort programs and announcements [BROADCASTING, Dec. 28]. That figure does not include the hundreds of hours given by small stations. It was estimated by Elmer Davis that aggregate time worth $64,000,000 was donated by the industry last year.

Network revenue has been a boon to the larger outlets but the small non-network broadcaster, who has depended on national spot advertising, plus some local sales, has seen his income dwindle while his operating expenses have increased or, to say the least, have remained stationary.

Networks and larger stations, with necessary facilities, are permitted to originate sponsored programs from Army and Navy camps and stations. But most of the smaller broadcasters, who have neither facilities nor personnel for such pickups, can't replenish their lost revenue with similar programs.

As a thought in line with the "save-the-small-stations" campaign, why not provide them with Government programs for sponsorship? Libraries of transcribed broadcasts and scripts embracing Government objectives (similar to the type now being aired gratis) could be offered those small non-network stations which are doing outstanding jobs in their respective communities.

Fortunately the OWI is considering a move in that direction. At the three-day meeting of the regional directors and consultants in Washington last week (see page 9) William B. Lewis, OWI radio bureau chief, announced plans for a daily transcription to be offered stations with the privilege of selling the time if they wish.

Some stations might prefer, however, to draw on local volunteer talent and produce their own shows. In such cases the Government could provide scripts.

The various Government agencies maintain radio branches, staffed with experienced personnel largely drawn from the industry. In the last year these agencies have turned out hundreds of hours of radio scripts, transcriptions and spot announcements which have been used by every broadcaster in the country. If Government programs are necessary and the American people listen to them, then certainly on a sponsored basis they would provide fertile fields for the advertisers with money to spend to keep trade names alive.

We call this thought to the attention of the OWI, FCC and other Government agencies interested in the continued operation of radio as an integrated broadcast service, as perhaps offering a partial solution of the vexing problem of saving the "losers".

HOW BIG is radio's manpower problem? As Mr. McNutt and Gen. Hershey ponder the question of whether this position or that in radio should be classified as essential, it is interesting to note the results of a survey completed recently by the NAB. This reveals that in 601 of the 909 stations in operation there are only 2,464 men whom the owners deem "necessary men in critical operations". Not so big a problem after all, if radio is really an "essential" industry, as we've been told.

'Lay-Away' Plans

OUT OF A Washington that is bursting its buttons with war strategists and workers emanate hundreds of ideas, plans, reports and rumors about what's going to be done to hedge against disruption of things in the post-war economy. Most of the plans go up in smoke, but that doesn't stop the deluge. Washington continues to teem with plans and projects. Now and again there bobs up something that appears to have real merit. We're talking now about the economic side. Naturally there's no belaboring the job of the military commands who necessarily work behind a cloak of secrecy, and against whom these days there's little complaint.

One project that has been looking for a spot to light in the economic sphere now appears to have gained sufficient momentum to get a real hearing. It's the "lay away" buying plan—purchase of post-war products such as automobiles and durable goods, on a merchandise certificate basis. Several different ideas have been advanced. There appears to be no integrated plan yet but, with proper support, one is destined to take hold.

Even without the details, we believe the Office of Price Administration is on the right track. There must be inducements to the public. If the people, now enjoying a greater earning capacity than ever before, can buy merchandise certificates that will appreciate in value, to be used to purchase that new car or radio (and perhaps television-combination) or other merchandise now frozen when they become available, all concerned are helped.

The Government thereby siphons off excess purchasing power as a hedge against inflation. The Treasury gets immediate funds to help finance the war, buttressing tax and war bond receipts. Business generally gets a lift, because retailers would get a sales commission (6% is mentioned). Manufacturers would be given further incentive to promote brand names.

Actually such a project, properly exploited, might insure a post-war boom rather than a depression. It would provide manufacturers, now patriotically geared to war production 100%, with a back-log of orders geared to consumer demand. And it would immediately enable brand-name advertisers to divert from pure institutional and prestige themes to competitive promotion for the postwar or "victory" market.

We don't profess to know all the answers. A well-integrated plan hasn't yet been developed. Objections are raised to any plan under which certificates would specify particular brand-name items. There are reasons advanced, contrarywise, to any plan which would provide for the purchase of any items, or to the allowance of priorities of purchase to certificate holders.

Of one thing we are convinced. Some such "lay-away" plan can prove a real boon all-down the line. OPA is working on one, shortly to be released. The American Marketing Assn. has called a conference to devise a plan. Henry J. Kaiser, the master ship-builder, has proposed something along the same line. Many national advertisers already are exploiting one facet of the same thing—purchase of war bonds for acquisition of their products after the war.

With that calibre of brain-power and genius at work, something close to a fool-proof plan should evolve. Here's one project that will win the support of a united broadcasting industry.

We Pay Our Respects To —

MILLER McCLINTOCK

JUST before the turn of the 20th century, a four-year-old boy stood before the one-cylinder Oldsmobile his mother had left at the curb while shopping. As if in a dream, he slowly approached the heaving, coughing, noisy car. With great difficulty he clambered onto the high, front seat. Tenderly he fondled the instruments. Then, with sudden determination, he yanked a lever and off went the horseless carriage. And while the gentle folk of Cedar Rapids watched—petrified, frightened—the car careened down the street until it came to an abrupt halt at the curb.

This was Miller McClintock's first encounter with an automobile.

Twenty-five years later Miller McClintock who, back in 1898 had himself created a traffic problem, was again deeply absorbed in automobiles. But this time it was his job. He was director of the Bureau for Street Traffic Research at Harvard—a job that proved to be the forerunner of a brilliant career in a vital field, and culminating in his ascendency the other day to the presidency of Mutual Broadcasting System.

Within a few years Miller McClintock became the man whose job it was to stop the brutal, needless killing and mutilation of millions by automobiles. Only in his early 30's, McClintock was regarded as the founder and foremost member of a new engineering profession that took upon itself the momentous task of changing the highways, trade markets and social habits of America—the task of perfecting our flow of traffic so that it is unrestrained and safe.

McClintock began applying this scientific, analytical ability to the economic interpretation of traffic data, realizing that traffic was merely a reflection of the daily trade and economic habits of the American people. In quick succession he founded, on behalf of the advertising industry, the Traffic Audit Bureau which has analyzed the daily movements and people in 17,000 cities and towns throughout the United States. Then he became the head of the Advertising Research Foundation, dipping into the functions of all advertising media.

This is the Miller McClintock who, at 48, becomes the first paid president and chief executive of Mutual.

How does McClintock, who has never been in radio, feel about taking over the management of this 207-station network, the largest in the world?

That's a question you don't ask McClintock if you know anything about his life. McClintock is used to tusseling with new jobs and new problems. He has never stayed with any job where he doubted tne social value of his work.

His first job after graduating from Leland-Stanford in 1918, was on the *San Francisco Bulletin* as a reporter. But his employment in the Fourth Estate was short-lived. Overpowering temptation to remain under Lem Parton (now of The North American Newspaper Alliance), McClintock announced to his wife one morning at breakfast that he was going to teach English at his alma mater, with considerably less pay.

Now the young university instructor had every right to be happy. At 26 he was married and well-established in the teaching profession.

One day, however, the young instructor dismissed his class in Chaucer, came home, called for his wife, and said: "We're getting out; I'm quitting! I thought I'd be happy shaping the lives of young men, but I'm not doing much shaping, and even if I were, I wouldn't be happy at it. I want to get into something that has to do with modern problems, real ones!"

His wife listened calmly. "What would you like to do?"

"We'll go to Harvard. I'd like to study municipal government under Professor Munro; there's a field that's alive."

Once in Boston the thing to do was to get a job. At Boston the only course left was financial publicity. "I'll take it," said McClintock.

"I don't know finance and I don't know publicity, but no one knows anything about the subject. The students and I will find it out together." The dean, impressed with the young man's frankness, gave him the position and Miller taught the course for two years.

Before Mr. McClintock had been at Boston three full years his thesis, "Street Traffic Control", was completed. So vital had this question become that the thesis was published as a book and the young instructor found himself holding the reins of a real problem.

Automobiles were rolling off the assembly lines; Americans were buying them; but the roads were fast becoming choked. Action had to be taken and traffic commissions were quickly organized to carry out Dr. Miller McClintock's suggestions in his book, *Street Traffic Control.*

Soon Mr. McClintock became director of the Bureau for Street Traffic Research at Harvard, holding that post 13 years. During this same period he also directed Harvard's Bureau for Municipal Research.

In 1933 he began to meet some of the men who later appointed him to the post of chief executive of the Traffic Audit Bureau, set up by the Assn. of National Advertisers. Under his direction the bureau became the national authority that evaluates outdoor advertising.

Mr. McClintock's work with the ANA and other advertising organizations led to his selection in 1939 as director of the Advertising Research Foundation. He was soon working closely with representatives of various industries through their trade associations. Recently he was market research advisor to the can manufacturing industry.

In the fall of 1941 Messrs. Paul West, ANA president, John Benson of the 4A's and Chester LaRoche, et al, got together to find an active director for advertising's wartime organization, The Advertising Council. They picked Miller McClintock, a brilliant speaker, a skillful organizer and a diplomatic executive, to head the council, sponsored by all elements in the industry to help the Government utilize the power of advertising in war.

Now in January, 1943, Mutual turns to Miller McClintock for leadership.

What future does Mutual's new president see in radio? Network radio, he says, had "during this war period made phenomenal contribution to the unity, understanding and morale of our people. The challenge of the war period, however, dwindles into insignificance in comparison with the reconstruction problems after the war.

"American radio will, as no other influence, tie together the culture and civilization of a new world," said Mr. McClintock as he looked ahead to the role of radio in a postwar world, an industry in which he is destined to occupy a prominent place.

For the benefit of the statistically minded, Miller McClintock was born in Cedar Rapids, Neb., June 13, 1894. He married the former Hazel Barton, and is the father of two sons, Thomas, aged 15, and John William, 13.

Personal NOTES

LORIN MYERS, former merchandising and publicity director of WSB, Atlanta, has been named assistant sales manager. Charles McClure will now handle merchandising and Mary Caldwell takes over the publicity duties.

K. L. YOURD, attorney for CBS Washington, recuperating from an operation, returned to his desk last week.

DON U. BRIDGE, former advertising director of the *New York Times*, has been appointed consultant to the advertising section of the Treasury War Savings Staff to handle newspaper War Bond advertising.

HON. J. L. THORSON, former Minister of National War Services in the Canadian government, under whose jurisdiction came radio broadcasting, has been appointed judge of the Copyright Appeal Board at Ottawa.

MILTON N. GWALTNEY, former commercial manager, has been promoted to manager and program director of WPID, Petersburg, Va. New commercial manager is Ralph L. Spangler.

MATTHEW CORDON, former news editor of CBS, currently chief of the Foreign Service division of the OWI and author of the recent book, *News Is a Weapon*, was guest speaker Jan. 2 on *Of Men & Books* on CBS.

G. S. McALLISTER, CBS director of construction and building operations, has been given a leave of absence to attend the War Dept. Third Army orientation course, designed to train business executives in coordinating war activities with civilian life. Course is given at the Command & General Staff School, Ft. Leavenworth, Kan.

LT. KENNETH W. STOWMAN, former public relations manager of WCAU, Philadelphia, has been assigned to radio publicity with the public relations office of the Navy in Philadelphia.

PERRY HYLER, formerly of KDYL, Salt Lake City, was inducted into the Army last week.

ROBERT M. SCHOLLE, formerly sales manager of WQXR, New York, and more recently affiliated with the Atlantic Coast Network, has been appointed director of sales of WLIB, Brooklyn. Louis W. Berne continues as sales promotion manager.

BOYD RIPPEY, merchandising and promotion manager of KFRC, San Francisco, for the past year and a half, recently was transferred to the sales department as account executive. Frances Sarcander, formerly manager of the Santa Cruz studios of KDON, Monterey, Cal., has replaced Rippey in the promotion department.

Always Popular
Now More
POWERFUL

WCAO

The Voice of Baltimore

NOW
5,000 WATTS
DAY & NIGHT
600 KC

The Only Columbia
Station in Maryland

★

Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

BEHIND the MIKE

DON WILSON, announcer on the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp., and Marusia Radunska, were married in Harrison, N. Y., Dec. 17.

FRANCIS J. KENNEDY, continuity director of WHBF, Rock Island, is the father of a boy.

DEANE DICKASON, San Francisco author, traveler and foreign affairs expert, has started a twice-weekly quarter-hour commentary on CBS Pacific stations. He has circumnavigated the world 22 times.

PERRY KING, announcer on the nightly two-hour program, *Evening Concert*, sponsored by Southern California Gas Co., on KFAC, Los Angeles, has joined the Navy as lieutenant (s.g.). Richard H. Cutting has taken over his former duties. Bruce Norton Buell, formerly announcer of KGFJ, Los Angeles, has also been added to KFAC.

MILTON BACON, New York writer, producer and narrator on the weekly CBS program, *God's Country*, was in Hollywood during late December to collect special California material for future broadcasts.

DON CUNLIFFE has joined the continuity department of CKMO, Vancouver, and Audrey Wood is a new receptionist.

CLAIRE WALLACE, Toronto women's commentator, currently of CFRB, Toronto, and Canadian Broadcasting Corp. network daily *They Tell Me* quarter-hour for the Department of Finance, was married to Lieut. James E. Stutt, Royal Canadian Ordnance Corps on Dec. 26.

MARGARET HERRON, traffic manager of CKBI, Prince Albert, Sask., is convalescing from an appendectomy.

FREDA M. SCHMEDT, traffic supervisor of WMAL, Washington, recently was married to George F. Meeter of Philadelphia, Pa. John Barlett and Bill Jenkins, formerly of WGNY, Poughkeepsie, have joined the announcing staff of WMAL.

FRED PARSONS, announcer of WSB, Atlanta, has announced his recent marriage to the former Doris Bassett.

MARGARET McBRIDE, of NBC New York, was the subject of a seven-page "Profile" in the Christmas issue of *New Yorker* Magazine.

JACK LOWE, formerly of WOR, WAAT and other Eastern stations, has joined the announcing staff of WWDC, Washington.

VAL CLARE, news commentator of CKLW, Windsor, now has three children in the Canadian fighting services. Two sons are in the Canadian Army, and recently 18-year-old daughter Betty joined the WRENs, Women's Royal Naval Service.

MARGARET WARNOCK, formerly a freelance writer, has joined the continuity department of WHBF, Rock Island, Ill.

CARL GOODWIN, formerly of WTBO, Cumberland, Md., and Crane Adv. Agency, Plainfield, N. J., has joined the announcing staff of WPEN, Philadelphia. He succeeds Ray Derry, inducted into the Army Dec. 29.

JACK RILEY, former freelance announcer and actor of Philadelphia stations, where he was known as Jack O'Riley, has joined the announcing staff of KYW, Philadelphia.

PRODUCTION MAN'S REVENGE

The promotion department of CKOC, Hamilton, Ont., clipped out Thomas Nelson's "Early Morning Shift" from a recent issue of BROADCASTING *and put it on the production department's bulletin board. Wes Cox, currently handling CKOC's "Daybreak Serenade", early risers' program, took note of it and penned what might be termed a rebuttal.*

How can a man write stuff like that
In the upper belfry he's got a bat.
The morning shift ain't quite so glamorous
It's something about which you can't get amorous.

You wake up cold in the 6 o'clock moonlight.
You crawl out of bed saying, "It just ain't right":
You go to work in a crowded bus
Or walk through the wind and the rain and the slush.

There's not time for breakfast—there's no time for talk;
You mutter and curse as you walk and you walk.
You shiver and shake and prop up your eyelids
You stammer and stutter and envy the news kids.

You go on the air, you're blue with the cold,
And read of the Russians enjoying the snow.
You tell of calamities, earthquakes and strikes:
You chatter 'bout violence and international dislikes.
Then you're supposed to say with a smile—
"Get up—catch a bus—and how's your bile?"
So—from their lofty peaks—PHOOEY!

ALICE T. WILSON, secretary to A. L. Ashby, NBC vice-president and general counsel, was married Monday, Dec. 21, to Pvt. John J. Marger, Army Air Forces, formerly real estate manager of the Emigrant Industrial Savings Bank.

CPL. MICHAEL J. FOSTER, formerly of the CBS publicity department, reported at Camp Stewart, West Point, early in December, to work on the post newspaper. While stationed at Geiger Field, Spokane, Washington, with the Army Air Force engineers, Cpl. Foster wrote a column for the Base newspaper entitled "Dust From Engineers."

JACK ROURKE, formerly an announcer of W67NY, CBS FM station in New York, has been transferred to the all-night announcing staff of WABC, New York.

ROGER WAYNE, assistant musical director of WLIB, Brooklyn, has been assigned to serve as acting chief of the station's production department. Recent additions to the station's personnel include: Asya Zucker, sales staff, and Ken Josephs, news staff.

CHARLES A. EARLEY, formerly of various Pennsylvania press associates, has joined the staff of KDKA, Pittsburgh, as night news editor.

ALUN WILLIAMS, chief announcer and night program manager of WMCA, New York, left Jan. 3 to join the Ferry Command. He is succeeded by Joe O'Brien, who has handled various assignments for the station in the past, including sports, special event and feature program announcing.

ROBERT BALL, from Salt Lake City, Utah, is the newest addition to staff of WWDC, Washington.

SAM SCHNEIDER, farm editor of KVOO, Tulsa, is the father of a girl. Gene Beach, former AAA employe, has joined the farming editorial staff of KVOO.

SYLVIA L. CHANDLER has joined KVAN, Vancouver, Wash., as office manager and program director. She was formerly at KAST, Astoria, Ore., and KOOS, Marshfield, Ore.

JIMMY SIMPSON has been appointed program director of WAIM, Anderson, S. C., succeeding Charles Ford. Sam Gaines has been added to the WAIM announcing staff.

DAVID HINSHAW, for the last four years with Standard Oil Co. of New Jersey in a public relations capacity in connection with Latin American problems, has joined the Institute of Public Relations, headed by Ben Lichtenberg, as vice-president.

MILLICENT TRALLE, former director of women's programs of WFAS, White Plains, N. Y., has been appointed assistant to the director of the American Flying Services Foundation.

MARTIN BLOCK, announcer on various network shows, and conductor of the *Make Believe Ballroom* on WNEW, New York, has resigned his commercial announcing chores on the CBS and NBC broadcasts of *Pepper Young's Family*, sponsored by Procter & Gamble Co., Cincinnati. He continues on the *Ballroom* and on several Lucky Strike programs.

MAC C. MATHESON, formerly traffic director of Arizona network and now with the Army Air Forces, has been promoted to corporal. He is currently stationed at Roswell Field, N. M.

JACK ELIASSEN, formerly with KDON, Monterey, has joined the announcing staff of KFBK, Sacramento.

GEORGE WEISS, formerly announcer at WGAC, August, Ga., and now radar engineer in the Army Air Forces, has joined a bombardment squadron in Louisiana.

JOAN HARDING, Washington commentator and BLUE network conductor of the *Men of the Sea* program, recently was married to Lt. Robert Heller, USNR. After a short leave of absence, Mrs. Heller will resume her duties with BLUE.

KENNETH ROMNEY, news editor of WMAL, Washington, has been inducted into the Army, and is now stationed at Fort Stevens, Ore.

Hooper Day Report

THE Hooper December National Daytime Report shows *Kate Smith Speaks* and *Portia Faces Life* tied for first place as the most listened to daytime program of the month, according to the coincidental surveys of the Hooper organization. Others of the top ten weekday daytime programs for December are: *Stella Dallas, Life Can Be Beautiful* (tied); *Big Sister, Our Gal Sunday* (tied); *When a Girl Marries, Right to Happiness, Young Widder Brown, Vic and Sade* (CBS broadcast). Variation in ratings of first and tenth program is only 1.4. Top rating weekend programs not included in the weekday list are William L. Shirer, first, and *Prudential Family Hour*, second.

WGAN campaigns for

★ Radio Stars
★ Sponsors
★ Network
★ Agencies

WGAN launches the largest radio promotion schedule ever put on in the Maine area . . . starting with a 12-COLUMN advertisement, picturing 53 CBS radio stars . . . which appeared in 16 daily and weekly newspapers in Maine, including every daily newspaper.

STATION
STARS
NETWORK
AGENCIES
SPONSORS

This represented a combined circulation of over 280,000 copies . . . OVER A MILLION READERS (on the conservative basis of four readers per copy the entire population of the State of Maine.)

Now following up this initial advertisement, promoting the individual stars, with insertions in daily and weekly newspapers throughout Maine.

WGAN through this extensive newspaper advertising is pointing out to the people of Maine the complete radio service it provides . . . made possible by the combined efforts of stars, sponsors, network, agencies and station.

Maine listeners . . . MAINE PEOPLE WITH MONEY TO SPEND . . . are dependent on Maine radio as never before for their entertainment and information.

buy MAINE Strength
WGAN

WGAN
Maine's Voice of Friendly Service
PORTLAND, MAINE

5000
Watts

MEMBER COLUMBIA
BROADCASTING SYSTEM

560
Kilocycles

Buffalo's Most Powerful Transmitter Plant

GIVES

WGR

BUFFALO'S LARGEST REGIONAL COVERAGE

5000 WATTS BY DAY

1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT

BASIC MUTUAL 550 K.C.

New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

Merchandising & Promotion

Newspaper Ads—Teaser Campaign—Sealtest Study
Milwaukee Survey—Bakery Catalogue

A STATEWIDE newspaper campaign calling attention to its CBS programs is being used by WGAN, Portland, Me.

Station placed a 12-column ad, picturing talent of 53 programs, in every daily newspaper in Maine, in addition to some of the outstanding weeklies. The 12-column ad is being followed up in weekly publications in WGAN territory with two-column ads, exploiting and promoting the star and his program. This campaign will run 13 weeks.

"We believe strongly in the effectiveness of the weekly newspaper," said Creighton E. Gatchell, WGAN manager. "Readers interest is very high and for all practical purposes a weekly newspaper is read completely."

That's one reason why WGAN is exploiting the individual stars in the weekly campaign. Another is the fact that the smaller newspapers carry little radio information.

* * *

Milwaukee Survey

WTMJ, Milwaukee, has released a booklet with results of more than 85,000 telephone calls in local survey. Milwaukee and its suburbs are booming industrially with purchasing power of residents far above average purchasing power, it is claimed.

Sweet Sixteen

REFERRING to the number of cities in the station's guaranteed area, the slogan "It's A Sweet '16'" is featured in a "teaser" campaign conducted by the promotion department of WOR, New York. Campaign emphasizes the population increases in these cities since December of last year, as a result of increased war production. Station is stimulating employe interest in the drive by displaying the slogan on large posters in studios and hallways. Sales division is supplied with cards bearing the slogan, and an additional line which reads: "Ask your WOR account executive why it is and what it is!" A similar technique was used successfully in an earlier "New Business Front" campaign.

* * *

Sealtest Survey

HOW SUCCESSFUL the Rudy Vallee Sealtest program on NBC has been in promoting sales of Sealtest multi-brand ice cream products in 29 States is the subject of an NBC brochure now being distributed to advertising agencies and industrial firms by NBC as the third case history in a continuing series of product studies by the network. Figures on which the presentation is based, were compiled from a survey by C. E. Hooper Inc., in 18 representative cities in the East, Midwest and South during the week of Aug. 17-22.

* * *

Huge Catalogue

GIANT 17x22 inch catalogue, printed on heavy stock and stapled with plastic rivets has been distributed by W. E. Long transcription service, makers of spot featurettes. Catalogue plugs W. E. Long bread sales programs and includes huge enlarged pictures of Featurette stars.

* * *

$1,000,000 Bond-Man

FACSIMILE of the *Ohio State Journal*, Columbus, with a sales message overprinted in large red letters, plugs "Genial Jim" Cooper, news commentator for WBNS, Columbus, as million-dollar "bond-man" at large.

Meet the LADIES

VIRGINIA MANSELL

THE MANAGEMENT of WLAC, Nashville, will tell you to "keep your eye on Virginia Mansell", and anyone with any vision at all will agree that it is an excellent idea. But in the case of this talented young lady, it is also a pleasure to *listen* as she m.c.'s the program *Beyond The Looking Glass*, six-weekly over WLAC, Nashville, in addition to heading the traffic department of this 50,000-watt station.

Virginia Mansell is a native of Boston, and was educated there, being graduated from Emerson College in June, 1942. She participated in many shows presented by WEEI, Boston, and produced student shows for WMEX. Virginia had planned a prosaic life as a teacher of speech and dramatics after graduation. Came the war, however, and the best laid plans, etc. etc. So she volunteered for a job with the USO at Camp Forrest, near Nashville. Shortly thereafter, WLAC beckoned and Virginia answered.

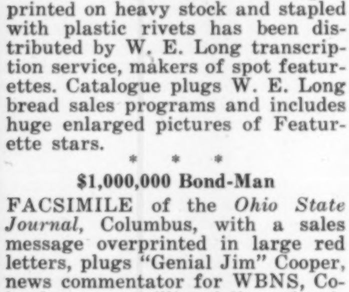
If you ask Virginia about her favorite pastimes, hobbies, or ambitions, she will tell you: "I'm in radio for life; my favorite pastime is attending the theatre, but—confidentially—sleeping and eating are running it a close second and third choice!"

BILL STERN, NBC sports director and sportscaster, has been signed to play himself in Walter Wanger's "We've Never Been Licked" film based on the history of Texas A & M. After completing the Rose Bowl broadcast on NBC New Year's Day, Stern remained in Hollywood for the time needed to shoot his part in the picture.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco



Western Electric
ARSENAL OF COMMUNICATIONS EQUIPMENT

WHKY
HICKORY
NORTH CAROLINA

5,000 WATTS DAY
1,000 WATTS NIGHT

For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood

1290 KC BLUE NETWORK

Purely PROGRAMS

WITH EMPHASIS not so much upon the physical dangers of war but upon ways of keeping small children emotionally healthy in times of stress, a CBS network series titled *Children and the War* begins Jan. 4, 4:30 p.m. Mrs. Clifton Fadiman, editor of Child Study Association publications and expert on child problems, conducts the programs, which will be based on material from the "Children in Wartime" course to be given at the Child Study Assn. beginning in January.

During the broadcasts a series of interviews with mothers, factory workers, noted psychologists and experts on child problems will deal with topics such as "How can children be expected to behave under conditions of anxiety and danger?", "What can we learn from British wartime experience with children?", "How can we explain war to young children and how keep them from being frightened at war?" Mrs. Fadiman discusses these during the first broadcast.

Future programs will be devoted to family background, how to handle behavior problems, the importance of play, children in war emergencies, bringing children into the war program, the effect of emotion on the physical stage and parents and children under war status.

* * *

Original Love Letters

TO ENCOURAGE letter writing to men in the service, *Notes of Love*, a transcribed musical series of 39 programs just released by Harry S. Goodman Radio Productions, New York, features Joey Nash, vocalist. Consisting of original love letters which lead into love ballads sung by Nash, each program includes three letters and three songs. Already several stations have contracted for the series to be offered for local sponsorship. According to the company the series was transcribed just prior to the recording ban and contains very recent melodies.

* * *

Rumor Quasher

TO HELP clarify various rulings and campaigns of Government agencies, with the ultimate purpose of dispelling false rumors, a half-hour evening program will be started on the Atlantic Coast Network, in cooperation with the Office of War Information. ACN is planning to augment its present schedule of live dance band remotes to a solid three hours nightly of straight dance music by name bands.

* * *

Commentators' Forum

THREE COMMENTATORS of WHN, New York,—Fulton Oursler, George Hamilton Combs and B. S. Bercovici—take part in a weekly discussion forum on WHN, entitled *Commentators' Round Table.* Robert Bellaire, former manager of the UP office in Tokyo, was heard as guest commentator on the initial broadcast of the series.

War Information Bulletins

PLANNED system to keep listeners of WTAG, Worcester, more fully informed on local and national matters relating to the war, has been inaugurated recently in the form of "war information bulletins" reminding listeners of time limits for use of ration stamps, messages from the WPB and OPA of tin can collection dates. Bulletins follow each 15-minute local news period and are in addition to Government spots.

* * *

Living Problem in Washington

PROBLEMS of men and women of all ages in wartime Washington is the subject of a new sustaining program on WINX, Washington, 8:15-8:30 p.m., Mondays, titled *My Problem Is . . . .* In charge is Martha Day, radio and magazine writer, of long experience in Washington. Without revealing identities she will bring to the microphone for discussion of their problems those seeking advice.

* * *

Art for Servicemen

KEEPING SERVICEMEN in touch with their artistic interests is the object of the new KGO, San Francisco program *Artists in Uniform,* started recently. The program consists of a forum discussion among men from all branches of the service.

* * *

American Democracy

GERMAN-LANGUAGE programs interpreting American democracy are running on WHOM, Jersey City, following a pattern similar to the Italian series now heard on that station. Italian-speaking faculty members of the city colleges give talks on various phases of democracy.

* * *

Food Problems

TO AID the housewife in the problems attending food shortages during the war, Jane Lee, home economist has started a series of round table discussions on *Woman's Magazine of the Air,* KPO, San Francisco. Authorities on the various food subjects are invited to appear on the broadcasts.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since
"My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, Inc.
580 Fifth Ave. - New York City

Farm Roundtable

EXPERIMENTING with a new forum discussion of farm problems, WGY, Schenectady, on Jan. 8 will start a new series, *Dinner With the Bishops,* which is set to run for six months. Guest on that day will be Millard C. Faught, of the New York office of the Agriculture Dept.'s recently reorganized Food Distribution Administration. To bring to public attention Farm Mobilization Day (Jan. 12), he will discuss with Mr. and Mrs. Bishop, directors of the series, what farm mobilization means to the farmer and consumer. A real dinner will be served during the broadcast by those in charge.

* * *

Junior News

NEWS for young people is presented by MBS in a daily series featuring Connie Desmond, announcer and sportscaster, and Georgie Ward, 13-year-old radio actor. Titled *Junior Newscaster,* the program brings brief summaries of the day's major news, a dramatized story of the day's American hero, educational features, letters to a big brother or father in the service and a human interest story.

* * *

Sports Thrills

SPORTS stars from Cincinnati and the nation take part in "My Favorite Sports Thrills," new feature of Lou Smith's *Sports Review* on WCKY. Guests relate their biggest thrill in a sports event as a participant or spectator.

WHAT'S WHAT IN *Boston*

16.

WCOP has what it takes to put a feather in the cap of any time-buyer. Just ask us.

REPRESENTED BY
HEADLEY-REED CO

WCOP
BELONGS ON YOUR SCHEDULE

Buffalo's Most Powerful Transmitter Plant

MAKES
WKBW
Buffalo's only
50,000
WATT STATION
Blanketing 11 Eastern
Seaboard States
227,000 Square Miles
Over 12,000,000 people

BASIC COLUMBIA 1520 K.C.

New $350,000 Transmitter Plant
BUFFALO
BROADCASTING CORPORATION

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KECA, Los Angeles

Chamberlain Sales Corp., Des Moines (hand lotion), 3 *sa* weekly, thru Cary-Ainsworth, Des Moines.

Omega Shoe Polish Co., Los Angeles (shoe polish), 12 *sa* weekly, thru John H. Riordan Co., Los Angeles.

Pep Boys of California, Los Angeles (auto accessories), 6 *sp* weekly, thru Milton Weinberg Adv. Co., Los Angeles.

Log Cabin Bread Co., Los Angeles (bread), 6 *sa* weekly, thru Dan B. Miner Co., Los Angeles.

Turco Products Inc., Los Angeles (cleanser), 3 *sp* weekly, thru Warren P Fehlman Adv., Huntington Park, Cal.

Adam Hat Stores, N. Y. (chain), 10 *ta* weekly, thru Glicksman Adv. Co., N. Y.

Knudsen Creamery Co., Los Angeles (dairy), 2 *sp* weekly, thru Heintz Pickering & Co., Los Angeles.

Leslie Salt Co., San Francisco (salt) weekly *ta*, thru Erwin, Wasey & Co., San Francisco.

Mercury Mystery Magazine, New York, 8 weekly *ta*, thru H. C. Morris & Co., New York.

Douglas Aircraft Co., Santa Monica, Cal. (employment), 2 weekly *t*, thru Essig Co., Los Angeles.

KQW, San Francisco

Simon & Schuster, New York (tax book) 4 *t* weekly thru Northwest Radio Adv., Seattle.

Continental Baking Co., New York, 13 *sa* weekly, thru Ted Bates Inc., N. Y.

Durkee Famous Foods, Chicago (troco) 3 *sa* weekly, thru Emil Reinhardt Adv., Oakland, Cal.

Washington State Apple Growers, Seattle. 4 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

Johnson & Johnson, New Brunswick, N. J. (surgical dressings) 3 *sa* weekly, thru Young & Rubicam, N. Y.

KHJ, Hollywood

Alta Winery, Dinuba, Cal. (St. Charles - wine), 3 weekly *sp*, thru Barton A. Stebbins Adv., Los Angeles.

Douglas Aircraft Co., Santa Monica, Cal. (employment), 4 weekly *sp*, thru Essig Co., Los Angeles.

Nutri-mone Plant Food, Los Angeles, 3 weekly *sp*, placed direct.

Partmar Corp., Los Angeles (theatre attendance), weekly *ne*, thru Scholts Adv. Service, Los Angeles.

WHO, Des Moines

Miles Labs., Elkhart, Ind. (Alka-Seltzer, Nervine), 195 *ta*, thru Wade Adv. Agency, Chicago.

Studebaker Corp., South Bend, 23 *sp*, thru Roche-Williams & Cunnyngham, Chicago.

Peter Paul Inc., Naugatuck, Conn. (Mounds), 39 *ne* thru Platt-Forbes Inc., N. Y.

Paul F. Beich Co., Bloomington, Ill. (Whiz), 26 *ta*, thru Kane Adv., Bloomington.

Peters Certified Poultry, Newton, Ia. (baby chix), 6 *sp* weekly, thru Coles Inc., Des Moines.

Paramount Pictures, New York, 104 *sa*, thru Buchanan & Co., N. Y.

Crow's Hybrid Corn Co. (seed corn), 13 *sa*, thru Critchfield & Co., Chicago.

Mid-Continent Petroleum Corp., Tulsa, 365 *ne*, thru R. J. Potts, Kansas City.

Chase Candy Co., St. Joseph, Mo., 26 *ta*, thru Potts-Turnbull Co., Kansas City.

General Cigar Co., New York, 26 *t*, thru Federal Adv. Agency, N. Y.

Lewis-Howe Co., St. Louis (NR tablets), 78 *sp*, thru H. W. Kastor & Sons, Chicago.

DeKalb Agricultural Assn., De. Kalb, Ill. (hybrid corn), 12 *ne*, thru Western Adv. Agency, Chicago.

Crazy Water Crystal Co., Crazy Water, Tex. (Crazy Water crystals), 6 *t* weekly, thru Pondrom & Collins, Dallas.

Monticello Drug Co., Jacksonville, Fla. (666 cold tablets), 27 *sa*, direct.

WNAX, Yankton, S. D.

Iowa Master Breeders, Onawa, Ia., 5 *sp* weekly, 26 weeks, direct.

Lincoln Hatchery, Lincoln, Neb., 6 *sp* weekly, 26 weeks, thru Buchanan-Thomas, Omaha.

Hamburg Hatchery, Hamburg, Ia., 6 *sp* weekly, 26 weeks, thru Buchanan-Thomas, Omaha.

Chick-Bed Co., Cedar Rapids, Ia. (chick-litter), 16 *ta* weekly, 18 weeks, thru W. D. Lyon Co., Cedar Rapids.

Peter's Certified Poultry Breeders Assn., Newton, Ia., 3 *ne* weekly, 26 weeks, thru Cole's Inc., Des Moines.

CKBI, Prince Albert, Sask.

Wartime Prices and Trade Board, Ottawa (government) *sa*, thru E. W. Reynolds & Co., Toronto.

Canada Packers Ltd., Toronto (meat products) *ne* daily, thru Cockfield Brown & Co., Winnipeg

WTNJ, Trenton

Montgomery Ward & Co., Chicago, 120 *sa*, *sp*, 26 weeks, direct.

Nehi Corp., Columbus, Ga. (Royal Crown cola), *sa*, *ta*, 1 year, direct.

Sinclair Refining Co., New York (oil), *sa*, 13 weeks, direct.

WEBR, Buffalo

Petri Wine Co., San Francisco (wines), 20 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.

WTRY, Troy

Procino-Rossi Corp., Auburn, N. Y. (macaroni), 5 *sp* weekly, thru Flack Adv. Agency, Syracuse.

RCA Mfg. Co., Camden (records), 38 *sa* weekly, direct.

Utica Mutual Insurance Co., Utica, 3 *ta* weekly, thru Devereux & Co., Utica.

Plough Inc., Memphis (St. Joseph aspirin), 11 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

Dairymen's League, Syracuse (farmer institutional), 2 *t* weekly, thru Barlow Adv. Agency, Syracuse.

Fillmore Farms, Bennington (certified milk), 5 *sp*, thru Hevenor Adv. Agency, Albany.

New York State Milk Bureau, Albany, 5 *sp*, thru J. M. Mathes Inc., N. Y.

WRC, Washington

Grabosky Bros., Philadelphia (Royalist cigars), 30 *sa*, thru Harry Feigenbaum Adv. Agency, Philadelphia.

Hudson Pulp & Paper Products Corp., New York (paper napkins), 65 *sa*, thru James G. Lamb Co., Philadelphia.

The Hubinger Co., Keokuk, Ia. (Elastic starch), 13 *ta*, thru Ralph Moore Inc., St. Louis.

Thomas Leeming & Co., New York (Baume Bengue), 5 *sp* weekly, *sa*, 4 weeks, thru William Esty & Co., N. Y.

Macfadden Publications, New York (*True Story* Magazine), *sa*, thru Arthur Kudner Inc., N. Y.

Metro-Goldwyn-Mayer, New York ("For Me and My Gal"), *sa*, thru Donahue & Coe, N. Y.

KOA, Denver

Republic Drug Co., Denver, 13 *t*, thru Raymond Keane Adv. Agency, Denver.

Eagle Flour Mills, Denver, 100 *sa*, thru Woolley & Hunter, Denver.

Cottrell Clothing Co., Denver, *sa*, thru Robertson Adv., Denver.

Sears Roebuck & Co., Chicago, *sa* 1 year, thru E. O. Shaw Adv. Agency, Denver.

Weicker Transfer & Storage, Denver, *sa*, 1 year, thru Robertson Adv., Denver.

KROW, Oakland, Cal.

Adam Hat Stores, New York, series of *ta* for Oakland and San Francisco branch stores, placed direct.

Personal Finance Co., Los Angeles (loans), 6 *sa* weekly, thru Al Paul Lefton Agency, Hollywood.

Mission Pak Fruit, San Francisco (Xmas gift packages), 12 *sa* weekly, thru Allied Adv. Agencies, San Francisco.

WLAC, Nashville

Smith Bros., Poughkeepsie, N.Y., 3 *sa* weekly, thru J. D. Tarcher & Co., N. Y.

Vick Chemical Co., New York, 10 *sa* weekly, thru Morse International, N. Y.

WJZ, New York

Carter Products, New York (Little Liver pills), 5 *t* weekly, thru Ted Bates Inc., N. Y.

WMAQ, Chicago

Peter Fox Brewing Co., Chicago, 8 weekly, 13 weeks, thru Schwimmer Scott Adv. Agency, Chicago.

Wieboldt Stores, Inc., Chicago 6 *sp* we ly, thru Needham, Louis & Brorby, C cago.

Hubinger Co. (Quick Elastic starch) 18 weekly, thru Ralph Moore, Chicago.

Chicago Sun, Chicago, 5 *sa* thru Wa Adv. Agency, Chicago.

Johnson & Johnson, New Brunswick, N. (surgical dressings), 24 *ta*, 4 wee thru Young & Rubicam, N. Y.

Illinois Bell Telephone Co., Chicago, 11 thru N. W. Ayer & Co., N. Y.

Washington State Apple Commissi Wenatchee, Wash., 6 *sa* thru J. Wal Thompson Co., San Francisco.

WIND, Chicago

First Church of Deliverance, Chicago, *sp* weekly, 52 weeks, thru Bonden Cobb, Chicago.

Family Bible League, Chicago, 4 *sp* week direct.

Soy Food Mills, Chicago, (pancake flou 12 *sa* weekly, 13 weeks, thru Jim Du Inc., Chicago.

Hawthorne Mellody Farms, Chicago, (da products), 6 *sa* weekly, thru Harry Clarke Adv. Agency, Chicago.

Sears Roebuck & Co., Gary, 40 *sa*, dire

Milk Dealers Bottle Exchange, Chicago, *sa*, thru Newby, Person & Flitera Chicago.

Chicago Sun, 7 *sa*, thru Wade Adv. Agen Chicago.

WBBM, Chicago

Consolidated Drug Trade Products, Ch cago (Velure hand lotion), 11 *sa* week 13 weeks, thru Arthur Meyerhoff & Co. Chicago.

Fitzpatrick Bros., Chicago (Kitchen Kle zer), 6 *ta* weekly, 13 weeks, thru Arth Meyerhoff & Co., Chicago.

Illinois Bell Telephone Co., Chicago, 16 *s* 5 days, thru N. W. Ayer & Son, Philadelphia.

Saturday Evening Post, Philadelphia, 5 *s* 2 days, thru BBDO, N. Y.

Ludens Inc., Reading Pa. 6 *sa* week 17 weeks, thru J. M. Mathes Inc., N. Y.

Grove Labs., St. Louis (Bromo-Quinine) 6 *t* weekly, thru Russel M. Seeds, Chicago.

Northern Mutual Casualty Insurance Co. Chicago, 3 *sp*, 13 weeks, thru Firs United Broadcasters, Chicago.

E. J. Brach & Sons, Chicago (candy) weekly, 13 weeks, thru U. S. Adv. Corp. Chicago.

KFRO, Longview, Tex.

Plough Inc., Memphis (St. Joseph's aspirin Penetro), 500 *ta*, thru Lake-Spiro-Shurman, Memphis.

Larabee Flour Mills Co., Kansas City, 1 *sa*, thru Potts-Turnbull Adv. Co., Kansas City.

Magnolia Petroleum Co., Dallas, *sp*, thru Ratcliffe Adv. Agency, Dallas.

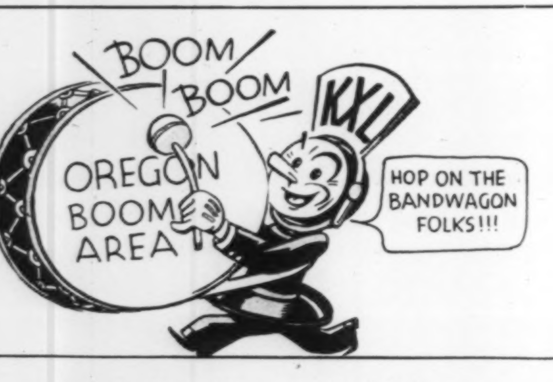
KFAC, Los Angeles

Douglas Aircraft Co., Santa Monica (employment), 5 weekly *sp*, thru Essig Co. Los Angeles.

Broadway Department Store, Los Angeles 13 *sa*, thru Lee Ringer Adv., Los Angeles.

KNX, Hollywood

Chemicals Inc., San Francisco (Vano), 6 *sp*, weekly, thru Sidney Garfinkel Adv. Los Angeles.



Coverage that delivers a real WHAM!

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. **Adv.**

FLYING HIGH!
KPFA
KRBM
KGIR
NBC AFFILIATES
The Montana Z Net.

New York-Chicago Reps.—The Walker Co. **Adv.**

Radio Advertisers

PRIDHAM DAVIS, Los Angeles (optometrist), on Jan. 2 started using five-time signal announcements daily on KFAC, that city. Contract is for 52 weeks. Allied Adv. Agencies, Los Angeles, has the account.

CANADIAN CHEWING GUM Co. Ltd., Toronto (Dentyne) has started three spot announcements daily six days per week on CKCL, Toronto. Account was placed by Baker Adv. Agency Ltd., Toronto.

THOR-CANADIAN Co. Ltd., Toronto (washing machines) used spot announcements during week of Dec. 28 on a number of Ontario stations to announce that the company had gone into war work exclusively, would only repair washing machines. Account was placed by Frontenac Broadcasting Co., Toronto.

JOHN M. MARTIN, former assistant general manager of the Eastern marketing division of Socony-Vacuum Oil Co., New York, has been named general manager of that division to direct sales activities in New England, the Middle-Atlantic and various Southern states.

WILLIAM C. MARTENS has resigned as treasurer and a director of Personal Products Corp., Milltown, N. J., a subsidiary of Johnson & Johnson, New Brunswick, N. J.

THE Procter & Gamble Co. Saturday night program, *Truth or Consequences*, is the subject of a 16-page picture story titled "Everything but the Truth" in the January issue of *Coronet*.

IT PAYS TO ADVERTISE ON THE SPOT

... with SPOTS!

JOHN BLAIR & COMPANY
CHICAGO
NEW YORK
ST. LOUIS
SAN FRANCISCO
LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

Ad Clubs Planning Civil Defense Aid

Will Extend Wartime Program To 200 New Communities

EXTENSION OF the wartime activities of the Advertising Federation of America into 200 communities not served by member clubs is now under way, the Federation's War Advertising Committee said last week, and the campaign is expected to be in full operation by March 1.

Under the arrangement, leading advertising men in radio, newspapers, agencies and other fields will pool their talents to promote various community war projects, the committee explained.

Project has been undertaken at the request of the Office of Civilian Defense and the OWI, the Advertising Federation said, and eventually is expected to cover other communities in addition to the 200 trial centers.

In a letter commenting on the plan, Elmer Davis, OWI chief, told the Federation, "The importance cannot be overstressed of properly executed war information programs to direct and inform our people of the many things which they must do on the home front to help win the war.

"To do this, the Defense Councils in every town need the advice and skilled production services of advertising people—on an organized basis."

Importance of the plan was outlined in a letter from James M. Landis, OCD Director, to Earl Pearson, Advertising Federation general manager. Explaining that Civilian defense activities include much more than air raid precaution, Mr. Landis wrote, "I believe the Advertising Federation of America can do an enormous amount of good by urging its members to participate in and strengthen local defense council information committees where they already exist, and provide the impetus for the creation of good committees where none exist."

Folger Moves

J. A. FOLGER & Co., Kansas City (coffee), has appointed Grant Adv., Chicago, as agency effective Jan. 1. Former agency was Lord & Thomas, Chicago. Company has been a large user of spot radio in the Midwest with transcribed quarter-hour Monday through Friday daytime serial, *Judy & Jane*, which will continue to be broadcast on its current list of 19 stations.

'Tabernacle' Ends

CANCELLATION of *Cadle Tabernacle*, religious Sunday feature on Mutual, followed the death of Howard Cadle, who conducted the broadcasts, as founder and pastor of the Cadle Tabernacle, Indianapolis. The half-hour series will be discontinued Jan. 10. Program is sponsored by Peoples Church Inc. Agency is Ivey & Ellington, Philadelphia.

The No. 1 Farm Market BUYS 43.6% MORE GROCERIES than Philadelphia!

WE WON'T belabor the point that Philadelphia is one of America's major markets. We simply wish to point out that by comparison with the No. 1 Farm Market served by KMA, Philadelphia comes out second best!

Take grocery sales for example. In KMA's 151 primary counties, 7,113 grocery stores normally do a business of $156,044,000 a year! And that's exactly 43.6% *more* than Philadelphia's $108,610,000. Which makes the No. 1 Farm Market a bonanza for grocery advertisers.

Equally important is the fact that 70% of these 7,113 grocery stores are located in small towns—"neighborhoods", if you please, where farm and small-town families do the bulk of their buying.

Ergo: it takes a truly *regional* station to cover this tremendous market intensively. And that's why KMA is your best bet to do it. The only full-time farm station in the No. 1 Farm Market—the only station serving the entire area with two major networks—KMA is *listened* to as most stations would like to be. Which is why grocery accounts like Oxydol, Dreft, Omar Flour, Butternut Bread, Wheaties and others, use KMA on a year-round schedule.

If *you're* not using KMA, you're not getting your full share of the No. 1 Farm Market's grocery business. For a complete picture of this market, write today for a copy of the KMA Atlas of Wholesale Grocers. It's yours for the asking.

KMA
"BLUE AND MUTUAL NETWORKS"
The No. 1 Farm Station in the No. 1 Farm Market
151 COUNTIES AROUND
SHENANDOAH, IOWA
FREE & PETERS, INC.
Exclusive National Representatives

ONLY A HOLE IN THE WALL

But That Was Before Barney's Found That Radio Could Do a Job for It

A CATCHY SLOGAN, a headline trial, and nearly 500 consecutive weeks of advertising on one of a number of stations, have all played their part in the growth of Barney's, Manhattan men's clothing store, radio advertiser since 1933, when the business volume averaged $250,000 a year.

Barney's, which now does a million-and-a-half dollars worth of business in a year, has used radio almost exclusively from the time the store was a mere "hole in the wall", with a single program directed at the city's Irish population, to its present schedule on seven stations in the New York area, involving a total of approximately seven and one half hours of station time plus over 280 transcribed announcements weekly.

Calling All Men

Outstanding factor in the store's use of radio has been the slogan, "Calling All Men,—To Barney's—Seventh Avenue and Seventeenth Street—The Only Store of Its Kind in New York." It would be hard to find a listener in the New York area unable to repeat the commercial in part, or word for word. It is hammered out up to 70 times weekly on some stations. Sales results cannot be directly attributed to the slogan itself, but its effect can be measured by the fact sales jumped noticeably when it was first introduced on the air in May, 1935, by Martin Block, now m.c. of *Make Believe Ballroom* on WNEW, New York.

Others associated with the introduction of the slogan, and guiding forces in the company's nine years of broadcast advertising are: Barney Pressman, president of Barney's; Emil Mogul, president of Emil Mogul Co., agency servicing the account from the start; Herman Bess, vice-president, and Bernice Judis, general manager of WNEW; and A. B. Schillin, then vice-president, now commercial manager of WAAT, station which has always figured prominently in Barney's radio setup.

Barney's entered radio in 1933 with a quarter-hour daily program of Irish tunes on WODA-WAAM, later to become WNEW, New York. Station has carried Barney's advertising unremittingly from week to week, for the past nine years, and the same agency, Emil Mogul Co., has handled the account from the start.

The Hauptman trial for the Lindberg kidnapping in 1935 was indirectly instrumental in establishing radio as an advertising medium for Barney's. With WNEW possessing exclusive coverage rights for the court trial in Flemington, N. J., a huge listening audience was built up practically over night, and sales at Barney's, then using about 12 announcements and five-minute news periods, jumped spectacularly during this time. This coincidence, coupled with the introduction of the successful slogan several months earlier, did much for the store's sales charts.

Since that time the advertising appropriation increased gradually until 1939, remaining more or less at a constant level since that time. Threatened with curtailment of merchandise, by current wartime restrictions on men's clothing, Barney's met the challenge by throwing the spotlight on its boy's department, using radio exclusively to build up the section into one of the store's main attractions.

Juvenile versions of the famous commercial were prepared, with Ronny Liss, boy-actor and announcer, "Calling All Boys", the transcriptions being interspersed throughout the store's radio schedule. Through this device, Barney's has more than offset decreases in volume of men's clothing sold.

Power of Women

Barney's is inclined to hold on to a good program, once it has proved its worth. The Irish song program remained on the air for seven years, and *Beat the Band* has been sponsored on WAAT, Newark, by the store for the past five years. Until wartime regulations changed the format, this series was built around request numbers and birthday greetings, averaging from 10,000 to 15,000 requests a year. The firm was one of the first local advertisers to use quiz programs, when they first came in to vogue, sponsoring *You Don't Say*, a word-pronunciation contest, on WMCA, New York, from 1935-1939.

One of the first to recognize that women, rather than men, were the buyers or influential factors in the purchase of men's wear, Barney's policy has been to use 85% of their radio time on day-time programs directed at feminine listeners. For example, a ten-minute segment of recorded songs by Bing Crosby is aired six-times weekly on WNEW at 11:45 a.m., followed at 3 p.m. by a ten-minute period on *Music Hall* on that station, also on a six-weekly basis.

Light opera recordings are favored in the placement of 70 announcements weekly on WLIB, Brooklyn. Barney's addresses itself to men listeners, through dance music and news programs, having just completed a schedule of 12 news periods weekly on WHN, New York. Firm also uses six-weekly half-hour and quarter-hour music programs on WAAT.

In addition to sponsoring a thrice-weekly news analysis by Hans Jacob on WOV, New York, Barney's uses a fairly heavy schedule of spot announcements in Italian on that station, and on WHOM, Jersey City.

Stays on One Medium

Keynote of the advertising policy of Barney's might be found in the character of the store, confined as it is to one large, centrally-located building, having foregone the usual tendency of an expanding store to set up chain branches. Evidently satisfied with the results of its first radio ventures, Barney's has concentrated on one advertising medium.

Hitting on a catchy commercial, the advertiser has plugged it in spot announcements from 200 to 300 times a week, exclusive of regular programs used, until it has become almost as familiar as the police call from which it is derived.

Continued association with the same agency, and in one instance with one station, for over nine years is also characteristic of the firm. Yet, conservative is not the word for Barney's as it continues to explore ways of making the best use of broadcasting and to prove its ability to buck the hazards of war-time merchandising with the help of radio.

Now 'Radio Street'

BY OFFICIAL act Mayor T. W. Harris of Columbus, Miss. has renamed the street on which WCBI's studios are located "Radio Street". White way lights are to be installed along Radio St., which has become one of the busiest thoroughfares in Columbus.

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION KRIC BEAUMONT, TEXAS

250 Watts 1450 Kc.

JACK NEIL, General Manager

Employment up 96.6% . . . Payrolls up 198.4% . . . that's the Beaumont picture today!

In the Beaumont area covered by KRIC, which includes Orange and Port Arthur, huge shipyards and refineries are turning out materials of war . . . construction is going ahead on a giant rubber plant . . . plans are laid for a naval blimp base . . . farmers have harvested bumper rice crops. Millions are being made and spent as fast as you can say "KRIC covers this vital market."

KRIC is the answer to advertisers interested in top trend markets for profitable spot advertising.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY
CHICAGO NEW YORK
DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS
KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

Start
The New Year
Out Right
With—
750
WHEB
Portsmouth, New Hampshire

Nat. Rep.: The Walker Company
Boston: Bertha Bannan

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

1942 Edison Medal Goes to Armstrong

Radio Developments Cited in Making Award to Inventor

AMERICAN Institute of Electrical Engineers has announced that the Edison Medal for 1942 will be awarded to Dr. Edwin H. Armstrong, professor of electrical engineering at Columbia U, for "distinguished contributions to the art of electrical communication, notably the regenerative circuit, the superheterodyne and frequency modulation."

Dr. Armstrong

Medal, awarded annually by an AIEE committee for "meritorious achievement in electrical science, electrical engineering or the electrical arts", will be presented to Dr. Armstrong on Jan. 27 during the Institute's national technical meeting, to be held in New York, Jan. 25-29.

Important Discoveries

"Probably no one man has contributed as many fundamental radio inventions which so closely touch on our every day life as Dr. Armstrong," says the Institute announcement of the award. The discovery of the regenerative circuit made possible long distance wireless communication and the building and operation of worldwide communication systems. Then as broadcasting began to grow, the superheterodyne circuit became the greatest stimulant to the art, bringing with it better reception and the attendant increase in enjoyment to millions of listeners. At the same time the manufacture of apparatus and the building and operation of stations brought work and prosperity to thousands.

"The superregenerative circuit made practical the first two-way police communication systems on the ultrashort waves and has resulted in more rapid police action in safeguarding property and in the protection of life and limb. Now the frequency modulation system of communication is beginning to give the public a finer radio service and like Dr. Armstrong's other inventions is destined to add much to the nation's enjoyment and wealth."

Agencies

EDWARD W. MURTFELDT has been appointed associate advertising manager of Post cereal products for General Foods Corp., New York, succeeding Howard M. Chapin, now on leave of absence in Washington. Mr. Murtfeldt joined General Foods in August 1941 as assistant to Mr. Chapin. He was formerly with Lord & Thomas and Young & Rubicam.

BETTS-KOERBER Inc. Adv., Denver, retired as a corporation Jan. 1 and will operate as a partnership, moving to offices in the First Natl. Bank Bldg., Denver.

HAZEL GWYNN, formerly of the copywriting staff of Lennen & Mitchell, New York, on Jan. 1 joined Blackett-Sample-Hummert, Chicago, as copywriter. Miss Gwynn started with the George Batten agency writing on the Colgate-Palmolive-Peet account and later joined Young & Rubicam, New York.

DORATHEA DUNCAN, formerly with the publicity department of N. W. Ayer & Son, New York, has joined that department of Kenyon & Eckhardt, New York. She replaces Ruth Oviatt, who has joined the WAVES.

ALLAN HOVEY, copywriter with Geare-Marston Inc., for three years, has joined the writing staff of Al Paul Lefton Inc., Philadelphia.

JESSE R. MAYERS, executive of the Mayers Co., Los Angeles agency, has taken a leave-of-absence to become general manager of the new western plant of Microstat Corp., recently established in that city.

Philadelphia Operators Would Curtail FM Time

CURTAILMENT of the operating time for Philadelphia's five FM stations because of manpower shortage is under consideration. Tentative plans call for operation of each station one day a week, permitting announcers and engineers to fill the gap at regular studios brought about by loss of personnel to the armed forces.

Because of the limited number of FM sets, station managers feel the Philadelphia listening area would be adequately served by one FM station a day. Broadcasters have discussed their plan with the local OWI office. Operating six hours daily on staggered schedules, the Philadelphia FM stations include WFL's W53PH; WIP's W49PH; WCAU's W69PH; WPEN's W73PH; KYW's W57PH.

a Big Future . . .

RESULTS
5000 WATTS
WNBC
PROVEN PULLING POWER

Selling Power
HARTFORD
LOWEST PRICE
BASIC BLUE
REPRESENTED BY HEADLEY-REED CO

FOR HE'S A JOLLY GOOD SELLER!

'Big Freddy' Miller moves merchandise like nothing human—*because he is so human!* He has a natural facility for putting across a warm, genuine personality on his "Timekeeper Program" that has made his feature one of the most popular in the whole Tri-City area. How? By utilizing to the fullest advantage 10 adventurous years' experience in big-time radio (*most of it on WSM, WLW, and Yankee Network*)—by developing the participating program to its very best.

Sales results prove his great value—day after day, and he proves that WTRY's policy of creating superior local programs builds a continuous listening audience. "Big Freddy" is ready to sell your product as it should be sold on his Timekeeper Program, or on an individual program built to fit your special requirements.

WTRY

TROY, NEW YORK
1000 Watts 980 Kc.
Only Basic BLUE Station in the Tri-City Area
Represented by Raymer

Studio Notes

ANNOUNCERS are being trained by WEEI, Boston. Draft-deferred men are being auditioned this week, and actual training will commence on Jan. 11. Arthur Edes, director of radio at Emerson College, will conduct individual training courses in voice, production and style, twice-a-week. Lectures covering all phases of studio work will be an added feature of the WEEI endeavor.

ARTHUR BORAN, well-known mimic of prominent stage and screen celebrities, acted as "Guest Salesman" for War Bonds and Stamps on WBYN, Brooklyn, Dec. 30, 10-11 p.m., for the *Keep Freedom Ringing* program.

WITH a script written by officers of the Eighth Naval District, and a cast of 18, together with a 20-piece orchestra, WWL, New Orleans, presented *One Year Later* to call the attention to its listeners to the progress America has made in the year since Pearl Harbor.

WPAT, Paterson, N. J., has opened offices in New York in the Paramount Bldg., 1501 Broadway. Sidney Flamm, vice-president in charge of sales, will make his headquarters in the new offices.

LAWYERS and representatives of Government agencies will staff a projected "rumor clinic" to serve as a replacement for *Voice of Freedom* on WMCA, New York, when the latter series is completed around the first of February. Program will be presented by Freedom House, New York, organization now running the current series.

What is so silly as a six-day bike rider on a velocipede? Well, for one thing, any radio advertiser who thinks he's reaching the 798,000 people in the $211,000,000 Roanoke-Southwest Virginia market without using WDBJ. Actually, *only* WDBJ reaches the whole territory with a "listenable" voice at all times. Want the facts that prove it?

ROANOKE **WDBJ** **VIRGINIA**
CBS Affiliate . . 960 K.C. 5000 Watts Full Time
Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representatives

BLACKOUT IN FT. WAYNE inspired the winning entry, *Blackout Preview*, of Fred Moor, WOWO-WGL announcer, in the H. P. Davis Memorial Award contest for the central time zone. Moor receives a ruby ring presented by Mayor Harry W. Baals on behalf of the Microphone Playhouse and the Ft. Wayne Civilian Defense Council.

MURDER IN STUDIO A of WGN, Chicago, complete with catsup covered corpse was all part of a recent *Easy Money* broadcast. Studio producers, sound men, audience and Robert Fenner, president of the Consumers Co., Chicago, sponsor, portrayed themselves in the script in attempting to assist Detective Mike Trent, hero of the weekly drama, in solving the crime.

SOME 85 members of NBC Hollywood staff are now serving with the armed forces in the United States and abroad.

NAVY TIME, popular program of WCKY, Cincinnati, formerly broadcast from the model warship *USS Victory* in Fountain Square, has been transferred to the USO Donut Center. The program features news of the Navy and Navy men from the metropolitan area of Cincinnati, interviews with Navy celebrities, heroes and local sailors on leave. The program is aired Monday through Friday at 4:30 p.m.

WOV, New York, will prepare all features for the radio section of *La Vita*, Italian-language newspaper sponsored by the Italian-American Grocer's Assn. Station's publicity department will contribute program listings, descriptions of programs, a radio news and gossip column, by-line by Herb Landon, publicity director, and a cooking column prepared by Diana Baldi, commentator.

WARTIME WASHINGTON is setting such a mad pace, Washington's WWDC, under program direction of Norman Reed, has stepped up its news schedule to five minutes every 15 minutes, between six and nine a.m. During remainder of the day, until midnight, news is presented hourly.

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

Arbitrators Define Net Serial Discs

AFRA Upheld in Claim Over Recording of Rehearsals

TRANSCRIPTIONS of network programs recorded from dress rehearsals constitute prior recordings as defined by the commercial code of the American Federation of Radio Artists and the talent used on such programs shall receive extra pay for the recordings, a three-judge panel of the American Arbitration Assn. has ruled in deciding a dispute between AFRA and Blackett-Sample-Hummert.

Two serial programs, *Light of the World*, and *Lone Journey*, sponsored by General Mills and Procter & Gamble Co. respectively, and both placed by B-S-H, were specifically involved in the dispute. Programs had previously been recorded during the network broadcasts, for which no extra talent fee is charged. The Petrillo ban on musical recordings, however, made it necessary to make the transcriptions without music, which can be filled in locally by the stations carrying the recordings. Since this separation could not be made while the program was on the air, the agency recently had the recorded versions of the programs made during the dress rehearsals.

Fees Awarded

AFRA contended that these were prior recordings and that a dress rehearsal perfect enough to be recorded for use on the air is in reality an additional performance for which the artists should be paid. Agency held there is no essential difference between recordings made during the rehearsal and those made during the network broadcasts and that therefore no extra charge is justified.

Judges upheld the AFRA argument and awarded the union members employed on the programs in question fees of $10 for each recorded performance. Members of the panel were: M. E. Tompkins, vice-president and general manager of BMI, chosen by Blackett-Sample-Hummert; Herman A. Gray, professor of law at New York U, selected by AFRA, and Holgar J. Johnson, president of the Institute of Life Insurance Companies. Trio heard arguments from union and agency counsel on Dec. 18.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

BUTTER RATIONING ON BAYER'S 'ALBUM'

DONALD GORDON, Chairman of Canada's Wartime Prices & Trade Board, perhaps set a new format for Governmental use of radio, when he announced Canada's butter rationing over the Bayer aspirin network time on *Album of Familiar Music*, and added that there was "something in the association of rationing, headaches and aspirin".

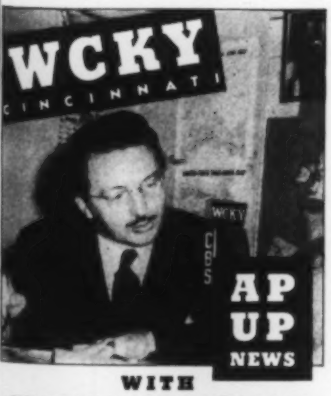
The occasion arose when the WPTB was confronted with issuing the butter rationing order under circumstances of utmost secrecy and at a time when it would be impossible for hoarders to take advantage of the situation. Sunday night on CBC is almost entirely commercial, and Ray Sperber, sales and advertising manager of the Bayer Co. was approached for time on *The Album*. He readily assented, but was faced with the problem of splitting a program from the United States, ordinarily piped to Canada, during which the American Bayer Co. was being awarded a coveted "E" for developing a substitute for quinine.

CBC was equal to the occasion, however, when Bayer Co. passed up the Canadian portion of the award program, and substituted Jean Marie Beaudet of Montreal, for the time not required by Mr. Gordon's announcement on butter rationing.

WMAZ Appoints Cobb To Be General Manager

WILTON E. COBB has been appointed general manager of WMAZ, Macon, Ga., replacing E. K. Cargill, commissioned a lieutenant in the Naval Reserve. Lt. Cargill reported at Quonsett Point, R. I., Dec. 22. George P. Rankin Jr., who is largest stockholder in Southeastern Broadcasting Co., was advanced from vice-president to president and Wallace Miller was named to the vacant office. Mr. Cobb remains as secretary and treasurer. All stock of the operating corporation is owned by Messrs. Rankin, Cobb, Cargill and Miller.

Mr. Cargill



AP
UP
NEWS

WITH
REX DAVIS
4 TIMES DAILY

OWI Serials Booked

THROUGH arrangements with the OWI, WHN, New York, last week started five-weekly transcriptions of the daytime serials with wartime themes which the OWI produced the last three months of 1942 on NBC and CBS as *Victory Volunteers* and *Victory Front*, respectively. The quarter-hour serials feature the same casts heard on the regularly sponsored network programs and take for their subjects such projects as heating conversion, scrap salvage, children in wartime and other war projects. According to the OWI, some 400 stations throughout the country are initiating regular broadcasts of these special transcriptions sometime this month.

A SHIFT from 610 kc. to 660 kc. and an increase in power from 5,000 to 10,000 watts is sought by KFAR, Fairbanks, Alaska, in an application to the FCC.

New York AFRA Local Approves Agreements

REVISIONS in the sustaining agreements between the American Federation of Radio Artists and the major networks and key stations resulting from recent negotiations were approved by members of the New York local of the talent union at a special meeting Dec. 29. Chicago and West Coast locals were expected to take similar action.

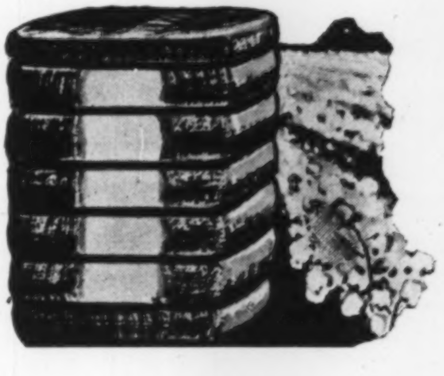
Meanwhile the revised contracts submitted by AFRA to the broadcasters during Christmas week were still being scrutinized by attorneys for the networks and stations and none had been signed and returned to the union as BROADCASTING went to press. No significance is seen in the delay, however, which is considered as natural in view of the holiday interruptions to business. The new terms had been generally agreed to at meetings between the groups.

'Equipment Frozen'

SPIRITS FELL at WKZO, Kalamazoo-Grand Rapids, Mich., the other day when an engineer, late for a remote pickup at Fort Custer, reported "equipment frozen". Visions of the Army impounding much-needed material gave Chief Engineer Carl Lee new worries. But he breathed easier when the engineer returned to the studios and explained that the lid of his automobile trunk, which contained the amplifier, had been frozen shut.

RAYMOND K. STRITZINGER, formerly general manager and a vice-president of Continental Baking Co., New York, has been elected president. He succeeds M. Lee Marshall, who remains chairman of the board.

209,782 Bales of Cotton to Oct. 31st from Fifteen Counties . . .



AND THAT'S NOT THE HALF OF IT!

WHEN November and December figures are in, the total bales of cotton for the year should be 450,000 or more—all in fifteen compact counties centered at Lubbock. And the price is pegged at $94.25 per bale!

Add to this the city's truly enormous military payroll—and if your advertising over KFYO doesn't astound you in results, you're mighty hard to startle!

Merchants can't believe their sales figures. Their only worry is merchandise—for cash customers with price no object are a dime a dozen.

Of the 49,885 dwelling units in KFYO's primary market, 74.54% have radio units—compared with Texas' 66.9%. Here's a radio advertising bet for you that can't miss!

THE Taylor-Howe-Snowden GROUP

KGNC Amarillo
KFYO Lubbock
KTSA San Antonio
KRGV Weslaco

KGNC
KFYO
KTSA
KRGV

LUBBOCK, TEXAS

KFYO

SERVING TEXAS' FASTEST-GROWING MARKET

CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.

★ ★ ★ ★

Again in '43

★

NBC's Parade of Stars will put this station in the No. 1 spot in the Intermountain Territory

K D Y L

The POPULAR Station

JOHN BLAIR & COMPANY
National Representatives

UTAH'S ONLY N B C STATION

★ ★ ★ ★

Auto Service Club Extends Air Time And Feels It Pays

Aims to Help Motorists Keep Their Cars in Operation

DESPITE the increasing difficulty of operating a car under wartime restrictions, the Chicago Motor Club, automotive service organization, has not only maintained its radio appropriation but has increased its advertising during the past season.

Effective Dec. 28th, company realized its schedule with a thrice-weekly news program on WENR, Chicago, with Norman Barry and a quarter-hour newscast six times a week on WCFL, Chicago. The company sponsored a schedule of Big Nine games on WGN, Chicago, this last fall.

Sees Responsibility

"With rationing of tires and gasoline in effect," Charles M. Hayes, president, declared, "there is no question but that there will be fewer cars on the road and less business to go around. But those of us allied with the automobile industry should realize our responsibility to the motorist to keep cars in operation.

"We also have a responsibility to our concerns to keep our names before the public. Not as memories of once big companies, but as organizations doing their level best to serve the public when the average motorist most needs our aid. The average man might think that we should reduce our advertising expenses at this time, but when maintaining radio advertising will give us an opportunity to serve more people at a time when they need our service, it seems perfectly logical."

THEODORE GRANIK'S *American Forum of the Air*, heard on Mutual, Sunday, 8-8:45 p.m., celebrated its 15th year on the air Jan. 3. Granik, originator of the series, and moderator, is a Washington attorney and public relations counsel.

KTFI Twin Falls

KSEI Pocatello

ARE *Perfectly* GEARED TO THE MAJOR PORTION OF THE *Idaho Market*
PLUS
SECTIONS OF UTAH • WYOMING NEVADA

National Representatives
THE WALKER CO.
HOMER GRIFFITH CO.

SMILING DESPITE RATIONING was this coffee sponsor while cha ting with working staff of the weekly NBC *Maxwell House Coffee Ti* backstage prior to a recent broadcast. Conversers are (l to r): B Kline, West Coast representative of General Foods Corp., sponsor of t series; Fanny Brice, who portrays Baby Snooks on the show; Mrs. Jose E. Davies, director of General Foods Corp.; Al Kaye, Hollywood ma ager and producer of Benton & Bowles Inc., servicing the account.

SMALL BANKS USE RADIO

FAA Bulletin Cites Instances of Major Appropriations for Broadcasts

RADIO advertising comes in for a sizeable share of the advertising appropriations of certain smaller commercial banks with deposits of $10,000 or under, according to figures given in the Dec. 7 issue of the *Bulletin* of the Financial Advertisers Association. Of appropriations averaging $850 per month by a bank in Denver, 30% is allotted to radio, the same as that for newspaper advertising.

An Ohio bank in the same category, out of a $5,500.00 budget, allocated $1,000 to radio, while an Indiana bank reports that about half of an $8,100.00 budget is divided between radio and newspaper advertising, says the Bulletin.

Of five other banks reporting to the *Bulletin* on advertising expenditures, only one gives a breakdown and radio is not included. One bank in Iowa slashed its budget for 1942, eliminating radio, apparently in favor of increased billboard advertising.

On this action the *Bulletin* comments: "I wish we had the opportunity of asking and receiving direct reply as to why they elim nated radio advertising when reaches so many people these da . . . I am sure this idea of bi boards vs. broadcasting would c forth a considerable discussion".

Copyright Report

REPORTS must be filed with th Alien Property Custodian by U. S. citizens claiming an inte est in any copyright in which national of an enemy or enemy occupied country may also hav an interest, Leo T. Crowley, chi custodian, ordered last week. R ports are to be filed by Jan. 1 1934. They must describe the i terest, and supply financial r ports covering all contracts u der which royalties have bee paid or are payable to foreig nationals. The order is expecte to affect principally music pu lishers and licensing association radio broadcasting affiliates a manufacturers of records a transcriptions.

WOWO
FORT WAYNE
Indiana's most powerful station

Shortwave Programming Sets Fast Pace in World at War

American Stations Expanding Facilities to Meet International Broadcasting Demands

A YEAR of global war has probably brought about more radical and far-reaching changes in the international phases of American broadcasting than in any other aspect of the industry, a review of the networks' reports for 1942 indicates.

In expansion of technical facilities, increase in the amount of shortwave time and developments in shortwave programming, the past year has set a pace which, if matched in 1943, will find the United States far ahead of the point it would have reached if the Pearl Harbor attack had not forced the nation into high gear.

Shortwave Activities Increase

Most spectacular event of the year in the international field of American radio was undoubtedly the leasing of U. S. shortwave transmitters to the Government Nov. 1. Government acquisition of CBS stations found that network with greatly expanded facilities over a year ago. Two 50 kw. transmitters, WCBX and WDRC, had been completed and placed in regular service along with the 10 kw. transmitter, WCDA. All three increased their broadcast day—from 17 hours in the case of the first two, and nine hours for WCDA—to 20 hours each.

CBS network of the Americas was dedicated in May of last year, adding 100 Latin-American stations as outlets for North American programs. The southern hookup proved its potentialities during the first days of the invasion of North Africa, when CBS transmitted news of the event in Spanish and Portuguese for 29 consecutive hours.

CBS demonstrated the speed and adaptability of the radio medium following Dec. 7, 1941, when news broadcasts to the world were increased by 400% in 64 hours, and continued on a 24-hour schedule until the end of the year. CBS shortwave programs to Europe, the Near East and Africa are now on the air 13½ hours a day in 12 languages.

NBC, during the past year, added three languages to its shortwave broadcasts, bringing the total of different tongues spoken to 10. Broadcast time to Latin-America has been increased and numerous features, such as coverage of the visits of Latin American officials in this country, have been introduced or expanded.

When American outposts were set up in all parts of the world, NBC started shortwaving abroad the servicemen's favorite programs, and at the close of the year was transmitting an average of 35 hours of commercial and sustaining broadcasts a week to the armed forces. During 1942 CBS shortwaved 17 different regular program series, such as *Your Hit Parade* and *We, the People,* to our troops abroad.

Using the facilities of the BBC and the CBC, Mutual pioneered in programs giving soldiers and sailors an opportunity to exchange greetings with their families back home, and in bringing the British and American people in closer rapport through BBC programs such as *Stars and Stripes in Britain,* and *American Eagle Club.*

As we enter the new year, CBS operates the only privately-owned listening post in the United States concentrating on voice broadcasts. Last year 33,500 shortwave broadcasts from 40 different points of the globe were recorded and translated. Members of the listening post scan Axis propaganda for any definite line of attack they may reveal. Newspaper editors, magazines and wire services are then properly warned of the pattern of the enemy's psychological warfare.

WAR-BUDDY PACT

NBC Central Division Staff To Share Commissions

NBC CENTRAL division announcers have invoked a unique war-buddy pact whereby the dependents of any staff member leaving a commercial program to enter the service will receive 40% of the program remuneration from his successor on the show.

The agreement provides also that the funds may be distributed in any other manner the departing staff member stipulates. Pact signers are: Dave Garroway, Charles Lyon, Fort Pearson, Bob Brown, Cleve Conway, Don Elder, Norman Barry, John Holtman, Dick Noble and Louis Roen.

MRS. FRANKLIN D. ROOSEVELT and Harold L. Ickes, secretary of the Interior, will broadcast on the Atlantic Coast Network Jan. 6, 8-8:30 p.m., on the occasion of the presentation of a mural to the Interior Dept.

Into their 3rd YEAR

ARIZONA welcomes its third year of thrilling association with the men and machines of the growing United States Air Force. The cream of Uncle Sam's fighters has turned the perfect flying conditions and unlimited facilities of this State into the Nation's greatest Air Corps Training Center. Yes, Arizona is a flyer's paradise. It's an advertiser's paradise, too, because millions of dollars are flowing through the State's trade channels.

KTAR
PHOENIX ARIZONA
KEY STATION OF THE Arizona BROADCASTING CO. Inc.
Represented Nationally by
Paul H. Raymer Company
New York Chicago Detroit San Francisco Los Angeles

The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix 5000 W - 620 KC
★★KVOA-Tucson 1000 W - 1290 KC
★★KYUM - Yuma 250 W 1240 KC
★★KGLU-Safford 250 W - 1490 KC
★KCRJ - Jerome 250 W - 1340 KC
★KWJB - Globe 250 W 1240 KC
★KYCA-Prescott 250 W 1490 KC
★★NBC and BLUE Network Stations
★Other ABC Stations

Affiliated with the PHOENIX REPUBLIC and GAZETTE

"Covering all of Ariz., N. Mex., and Wyo. won't give you as many radio homes"
The 5000 WATT Voice of the Tri-Cities
WHBF
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Stovin
and
Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

KFQD
ANCHORAGE
Alaska

- Alaska's Oldest Station
- Still doing a swell job
- Always appreciative of Accounts
- Hdqtrs. Alaska Armed Forces

790 KC

We sell your product as you'd sell it yourself . . . person-to-person . . . sincerely recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas in TOPEKA

WPB TO REGULATE CIVILIANS' TUBES

DISTRIBUTION of receiver tubes will probably be regulated in the future, the WPB said last week, and a plan is now under consideration to require owners of receiving sets to turn in their old tubes when they buy new ones.

The plan, similar to the procedure used to prevent hoarding of toothpaste and other items, would be designed to insure proper distribution of receiving tubes soon to be manufactured under the Radio & Radar Division tube program.

Although it may later develop that parts of returned tubes will be salvagable—particularly the bases—WPB considers the regulation basically as intended to control distribution. A similar plan has been used voluntarily by many distributers with considerable success.

WHO RADIO CORN FESTIVAL
BEST THREE EAR SAMPLE
BEST SINGLE EAR Class
LONGEST EAR Class

CORNIEST SHOW on the air was claimed by WHO, Des Moines, when that station's six annual Corn Festival was broadcast from lobby of Hotel Kirkwood. Awards totaling $350 were presented in 23 classes. Corn growers of midwestern and eastern States entered 1,164 ears.

They're Fighting Men Now But Radio Employes Keep Contact With Industry

ONCE a radio man—always one, despite a global war. That's the impression conveyed by scores of former radio employes, now in the armed forces in all parts of the world, in letters to BROADCASTING.

From Langley Field, Va., to Australia, to "somewhere at sea" these individual members of BROADCASTING'S family of readers tell the same story. They're fighting for the things they hold dear—for their families, the Four Freedoms. But through it all they're keeping a keen eye on the industry through BROADCASTING.

Around the Globe

Several men who not so long ago were sending programs over the air waves in a peaceful United States are keeping abreast of radio times in Australia. From Warrant Officer Deane R. Flett, formerly of KTRI, Sioux City, Ia.; KYSM, Mankato, Minn., and KFBB, Great Falls, Mont., comes a note that BROADCASTING is as welcome as letters from home. He adds that Lt. Scott R. Clawson, formerly of KSL, Salt Lake City, is a next-door neighbor who reads his copy of BROADCASTING.

"At this distance from home BROADCASTING is my only contact with the industry and enables me to keep abreast of happenings," writes Cpl. Ira D. Kealy from Australia.

From an advanced base, Aviation Radioman f/c Henry Poole asks that his BROADCASTING be sent air mail so he'll get his copy sooner. He was chief engineer of KWAL, Wallace, Ida., and KRJF, Miles City, Mont., before joining the Navy.

Another, somewhere with the Pacific Fleet, is James D. McCully, pharmacist's mate 2/c. He writes: "It is needless to tell you how much I am enjoying BROADCASTING. That trite saying about meeting an old friend is really applicable out here in the middle of the Southwest Pacific. It is one of the few remaining contacts with the radio world that I like to feel I was once a part of."

Robert H. Bruner, former newscaster-announcer at WSOY, Decatur, Ill., and WAOV, Vincennes, Ind., writes: "In no other way could I have kept as close touch with the radio industry as I have through your magazine. And I am sure I speak for the majority of the servicemen when I say that radio plays a major part in everyday army life. Without it things might be pretty dull." He's now a second lieutenant in the Air Corps.

Pvt. William O. Holm Jr., formerly of WEED, Rocky Mount, N. C., writes from the Army Air Base at Greenwood, Miss.: "Five weeks of life in the Army Air Forces have not served to dim the liking developed for your weekly in civilian life."

Keeping in Touch

Donald A. Mihan, formerly of Waukegan, Ill., now with the Sixth Service Command, Chicago, writes: "Even in the Army I find definite need for BROADCASTING Magazine."

Five months ago Fred Murray Hall left WWDC, Washington, for the Navy. As Radio Technician, 2/c, stationed at Treasure Island, Cal., he writes: "I'd like to keep in touch with the profession".

Seaman 2/c Herbert Resnick of the Coast Guard found BROADCASTING invaluable in civilian radio work. He added, "since then I have found it indispensable to me in my desire to keep in contact with the industry. I have been looking forward to receiving my copy of BROADCASTING each week and feel that the time I spend studying this 'text' will insure my place in radio when I come back."

TIME INC. STARTS NEW WQXR SERIES

SECOND program series set up on WQXR, New York, by the radio programs department of *Time* and *Life* magazines through arrangements made last August by the two organizations [BROADCASTING, Aug. 17], will start Jan. 4. The thrice-weekly broadcasts, titled *Let's Learn Spanish*, will take the form of a succession of conversational exchanges between "Joe Bishop", man-on-the-street, and a Spanish teacher. They are aimed at giving the listener a working Spanish vocabulary with scripts by Joel Sayre assisted by I. A. Richards, director of the English Language Studies Commission at Harvard.

According to the Time Inc. radio programs department the program is intended to prepare listeners for business, social and political relations with Latin America. Schools and colleges in the area covered by WQXR have been notified of this new radio method of learning Spanish via lessons on Mondays, Wednesdays and Fridays at 5:30 p.m.

The first program series developed jointly by Time Inc. and WQXR was *Time Views the News*, a five-weekly evening roundup of news gleaned from the reports sent in by *Time* correspondents from all parts of the world. The news series has been on WQXR since early this fall and will continue after the start of *Let's Learn Spanish*. Further programs may be worked out later this winter, according to *Time*, for broadcast on WQXR.

Alexander to WOR

A HUMAN INTEREST feature of WHN, New York, for the past several years, *A. W. Alexander's Mediation Board*, will shift to WOR, New York Jan. 11. Program invites individuals to submit their personal problems to a board of judges for settlement. Series will be heard on WOR, Monday, 9:15-10 p.m.

WTCN Blue Network
5000-1000 Watts
MINNEAPOLIS - ST. PAUL'S BEST BUY!
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Hit Tunes of Ages On Luckies Series

New Warnow Feature Replaces 'Info Please' on Feb. 12

REPLACEMENT for *Information Please* when that quiz show and its sponsor, American Tobacco Co., New York, part company Feb. 5 at the end of the current contract will take the form of a musical variety program featuring the standard hit tunes of all time, titled *All-Time Hit Parade.*

The new program will start Feb. 12 in the Friday evening 8:30-9 period on NBC, spot now occupied by *Information Please.* It will be heard on the full NBC network and will have a repeat performance from 11:30 p.m. to 12 midnight.

Music by Warnow

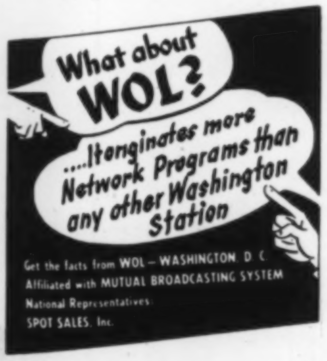
The new Lucky Strike series, as reported in BROADCASTING, Dec. 21, will definitely originate in Carnegie Hall, New York. Star will be Barry Wood, who will shift from American Tobacco's show on CBS, titled *Your Hit Parade*, which will in turn feature Frank Sinatra as singing star in Wood's place.

Music will be provided by Mark Warnow's orchestra, Lyn Murray's chorus, Ethel Smith at the Hammond electric organ, and Marie Greene, singer. Milton Cross will announce. Agency in charge is Foote, Cone & Belding, New York.

As BROADCASTING went to press last week, no sponsor had been signed by Dan Golenpaul to take over sponsorship of *Information Please* after its last broadcast for Luckies Feb. 5. Golenpaul's office reports several advertisers are discussing the show with its owner.

Coast Three-Hour Show

DEDICATED to overseas servicemen, Packard Bell Co., Los Angeles, (radios, equipment), sponsored a special three-hour Christmas Day all-star program on 33 Don Lee Pacific Coast stations, Friday, 1-4 p.m. (PWT). The show was under production supervision of Z. Wayne Griffith, radio director of Berg-Allenberg Inc., Beverly Hills talent service, with Cyril Armbruster as musical director. Parents of servicemen now overseas were studio guests during the broadcast, which originated from Don Lee studios, Hollywood. Agency is Barton A. Stebbins Adv., Los Angeles.


What about WOL?
....It originates more Network Programs than any other Washington Station
Get the facts from WOL — WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc.

BROWN ANNOUNCES NBC STAFF SHIFT

MARION W. MYLES, former assistant to Joseph A. Ecclesine, manager of NBC's network promotion division, has been made creative assistant to Charles B. Brown, NBC director of advertising and promotion. Also joining Mr. Brown's staff as administrative assistant is Charles P. Hammond, recently with ANPA Bureau of Advertising. The position vacated by Miss Myles has been assumed by Jean Harstone, until recently director of sales promotion of Saks Fifth Ave., New York department store, and previously account executive of McCann-Erickson, New York.

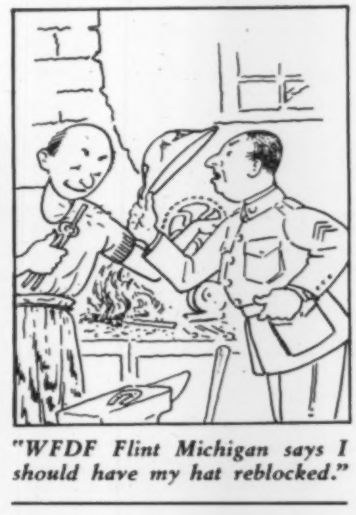
Widely known in the advertising field as a copywriter and promotion expert, Miss Myles was associated with McCann-Erickson for five years, later joining Saks Fifth Ave. as sales promotion director. Prior to her NBC appointment in February, 1942, Miss Myles was a free-lance copywriter for several firms, including Elizabeth Arden and the British Empire Chamber of Commerce.

Mr. Hammond has been with the Bureau of Advertising since 1936, having previously worked on several New York newspapers. He also was assistant foreign news editor of *Literary Digest.*

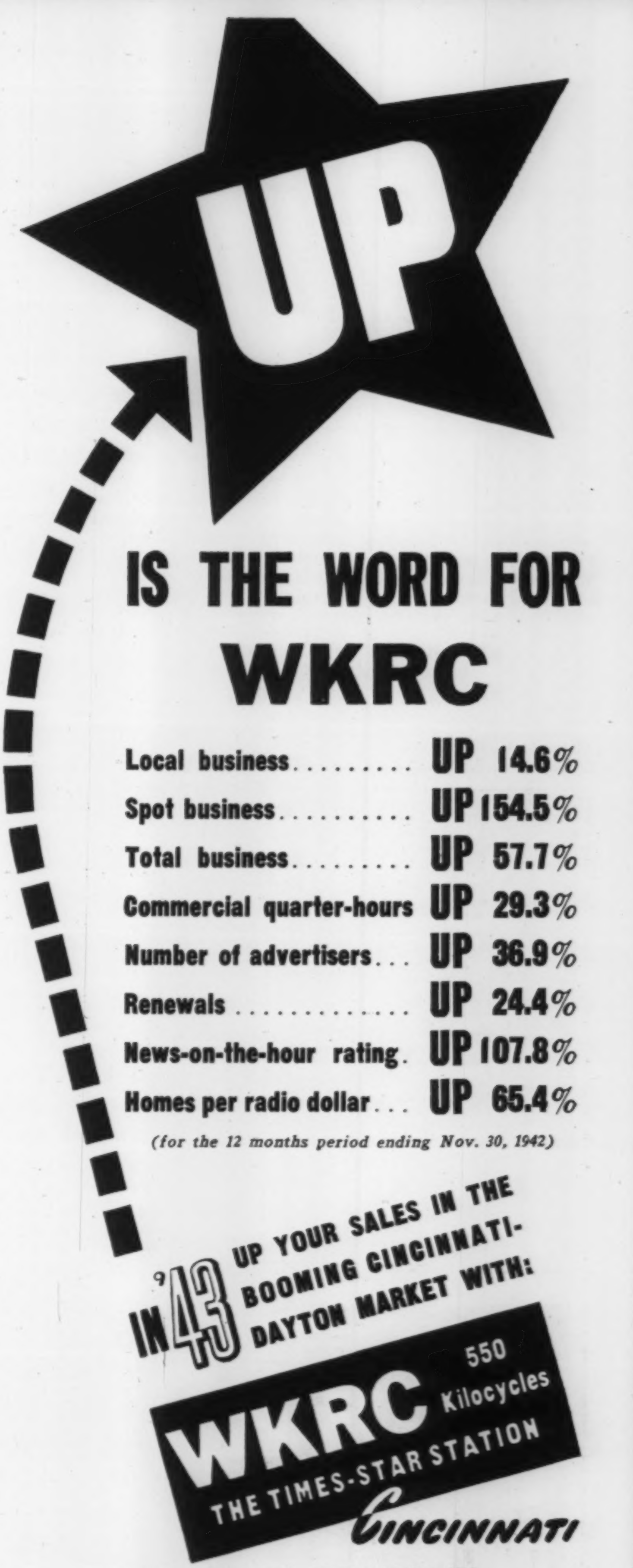
WGBI, Scranton, Pa., has stipulated with the Federal Trade Commission to desist certain advertising claims for its market and facilities, the FTC announced Jan. 2.

Modern 'Tell'

LISTENERS flooded KOA, Denver, with calls during a recent *Hunting and Fishing* broadcast conducted by Ed M. Hunter. They wanted to know if Mr. Hunter had survived when Winn Sale, using a pistol, shot a lollipop from Hunter's mouth in the studio. Jack Carberry, *Denver Post* sports editor, did a running description of the stunt as Sale, head down and shooting backward between his legs, shattered the candy with one shot.



"WFDF Flint Michigan says I should have my hat reblocked."


UP
IS THE WORD FOR
WKRC

Local business......... UP 14.6%
Spot business.......... UP 154.5%
Total business......... UP 57.7%
Commercial quarter-hours UP 29.3%
Number of advertisers... UP 36.9%
Renewals............ UP 24.4%
News-on-the-hour rating. UP 107.8%
Homes per radio dollar... UP 65.4%
(for the 12 months period ending Nov. 30, 1942)

IN '43 UP YOUR SALES IN THE BOOMING CINCINNATI-DAYTON MARKET WITH:
WKRC 550 Kilocycles
THE TIMES-STAR STATION
CINCINNATI

Represented by: THE KATZ AGENCY, INC.
New York — Chicago — Detroit — San Francisco — Kansas City — Atlanta — Dallas

OWI Offers Program for Sponsorship

War Information Ranks First Under New Allocation

(Continued from page 10)

AS COMRADES IN ARMS, Canada tuned in on the OWI Radio Bureau sessions with one of its most prominent broadcasters an invited guest. Seated at the luncheon table are John Shepard 3d, Yankee Network president; Leo J. Fitzpatrick, executive vice-president of WJR, Detroit; Beatrice B. Thomas, Canadian Wartime Information Board, New York; Harry Sedgwick, New York representative of the Canadian Board, and operator of CFRB, Toronto and CKLW, Windsor-Detroit; Gene Dyer, operator of WAIT and WGES, Chicago.

the percentage of American news to the total volume of news published in Turkish newspapers.

Another phase of the branch's operation is concerned with the transmission of news to the troops scattered throughout the world. This news is sent by radio to bases where it is employed in the publication of local editions of *Stars & Stripes*, AEF newspaper.

To show the growth of OWI programming activity, he pointed out that OWI's first program, a 15-minute show, was aired early in February. Today there are 4,649 transmissions per week, equivalent to 2,400 programs per week. This involves the use of 1,400 hours per week broadcast in 22 languages. In addition to the program material written, produced and aired by OWI, he said that an important part of the total is originated by NBC and CBS, using their own staffs.

Describing the operation of the 22 shortwave transmitters, Mr. Houseman said they have been organized in what is known as the Bronze Network, an arbitrary hookup which allows OWI to plug any given program over any number of transmitters.

Before Pearl Harbor, he explained, broad shortwave beams were for wide distribution throughout the world, with the resultant lack of concentration in any given area. To remedy this condition, he said, the beams have been narrowed so they may be pointed at specific regions. In illustration, he cited the case of a 10 kw. communications transmitter beamed to North Africa, and he said field reports indicate that reception is "perfect".

To enable his listeners to comprehend the volume of OWI overseas activity, he presented the following figures. The branch daily broadcasts news around the clock in 15-minute sections—in English, German, French, Italian Spanish and Portuguese. Since Nov. 7, for example he said that broadcasts in French have been constant, totaling 86 per day transmitted via shortwave from this country. Intelligence reports indicate reception is uniformly good throughout France.

In addition to broadcasts originating by shortwave from this country, other material is transmitted via AT&T point-to-point connections in London, for example. There, he said, it is recorded and rebroadcast by BBC transmitters throughout the continent. This type of broadcast amounts to about 2½ hours per day. All U. S. programs are identified as the *Voice of America* and the theme music employed is "Yankee Doodle". In explaining this type of operation, he said it was found necessary since medium-wave transmission is the most effective means of reaching German listeners. The reasons are confiscation of shortwave radio sets in most cases and lack of replacements for existing underground listening sets.

This type of transmission is also made daily to Leopoldville, Africa, a Belgian possession, for one hour a day, as well as to Australia, Cairo and Algiers. Broadcasts to Algiers are also transmitted by medium-wave to such points as Oran and Casablanca, where they are recorded and rebroadcast from those points. These include a one-hour transmission in English for the troops and another hour in French each day. To date the bulk of this material has consisted of news.

Service for Troops

Broadcasts to the troops throughout the world are known as *News From Home.* Material consists of local commentary, sports and messages from home. Aired over all transmitters nine times per day, the program is also heard by civilian populations locally. In fact, Mr. Houseman pointed out that any program transmitted by shortwave may be heard by any listener able to tune in the broadcast. This he felt was an important factor in psychological warfare, since it proved to Axis listeners that only one version of the news was being presented from America. He described the program's tone as "good-natured, and tough".

Another type of broadcast operation consists of transcriptions produced in New York and shipped to the branch's various overseas stations for local broadcast purposes. In the last six months, he reported, 18,000 discs have been prepared. In explaining their use, he cited the case of India, where speeches of the President, Vice-President and other prominent national figures have been heard, along with music and information explaining problems such as industry conversion.

Although many of these features arrive late, Mr. Houseman insisted that timeliness is not the essential factor since local listeners have not been aware of their content earlier. He cited the fact that residents of French North Africa were ignorant of the Doolittle raid on Tokio or the commando raid at Dieppe until the time that American forces invaded the continent. In India, for example, a transcription of a Gershwin festival broadcast several months late was considered of such moment as to rate local newspaper headlines. More and more use will be made, he said, of material obtained from U. S. domestic stations.

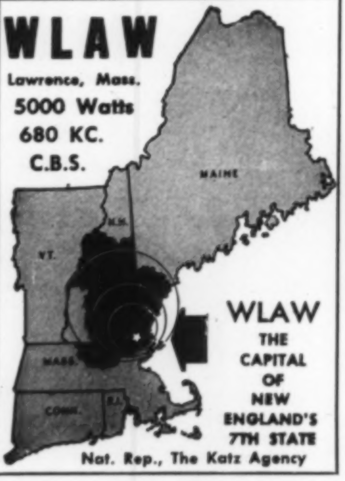
Jamming, he admitted, was a

JANUS had two faces

January was named for the Greek goddess Janus, who had two faces — one looking forever forward, the other back. Every manager needs to be a Janus, looking back to learn from experience, looking forward to prepare for the future.

Experience in 1919 showed that the business which survives best in a post-war period is the one which maintains its customer goodwill *during* the war. Experience of the last twenty years has shown that one of the soundest ways to maintain goodwill is to give your customers something they value — radio entertainment — to remember you by.

CFRB
TORONTO
860 KILOCYCLES



WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.
WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Rep., The Katz Agency

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAU
Represented Nationally by Edw. Petry C

USING THE DOME
KFAB Amplifiers Play Carols Atop State Capitol

LOUDSPEAKERS were installed 450 feet above the ground in the dome of Nebraska's state capitol—highest point in Lincoln—by engineers of KFAB, so that 80,000 local citizens might hear carols on Christmas Eve.

Mark Bullock, station's chief technician, hit on the idea, and obtained permission from Governor Dwight Griswold. Transcriptions were played in KFAB studios a mile away.

---

term not entirely understood by many people, and he attempted to explain the operation in layman's terms, pointing out that it is primarily effective on medium waves. He explained that all jamming falls into two categories—basic and local.

Basic patterns consist of sounds such as airplane motors, waterfalls and hurdy-gurdy noises. These are used to break the shortwave beam of transmissions which pass over Axis-controlled areas. Local jamming is effective in an area of 15 to 20 miles and is managed by noise transmission of a transmitter in any given area.

To combat Axis jamming, he said that programs are speeded up and slowed down to meet atmospheric conditions. The "operating philosophy" in all broadcasts which face the possibility of jamming is to deliver 350 words in 15 minutes, repeated three times to insure complete listening. Despite intensive jamming activity by the Axis, he reported that the United States never jams its opponents. The Axis cannot jam North Africa, he pointed out, since they are unable to break our shortwave beam to that area.

In describing current operations, he mentioned plans for new transmitters in England and North Africa and projected plans for others. He substantiated the fact that OWI is currently negotiating for the WLW 500 kw. transmitter.

In the operation of some 22 shortwave transmitters, he explained that the Office of Coordinator of Inter-American Affairs uses broadcast time from 6 p.m. to 2 a.m. on all but two transmitters which are reserved for special needs, he said. During the recent African campaign, he pointed out that it was necessary to take over CIAA time for two full nights.

Program Material

Describing program material, he mentioned *Answering You*, a new program transmitted to Great Britain once a month, featuring national personalities such as Dr. George Gallup, Rex Stout, Clifton Fadiman and others in frank answers submitted through BBC listeners. Other program material is sent to China and India.

Domestic foreign language program materials have been useful in broadcasts to Axis-dominated countries, he said. For example, German programs from the Midwest have been rebroadcast for German listeners under Hitler's heel. Prominent German-American personalities have recorded testimonials for similar use. This type of material has also been employed in broadcasts to Sweden and Italy.

Gardner Cowles Jr., director of domestic operations, explained the "overall operation of the Domestic Branch". The operating philosophy of OWI, he asserted, is a voluntary approach without resort to compulsion. In fact, he said that "we have meticulously avoided" crackpot suggestions to take over radio and the press. Instead, he said that OWI has seen fit to use established channels and only bring order, planning and more sense out of the news originating from Washington.

Unless this is accomplished, he warned, news of the war agencies will only result in conflict and confusion. Carefully he analyzed the operations of the seven bureaus under his office and emphasized that volume is not the yardstick of successful publicity. It's the kind of publicity that counts, he asserted. What helps to win the war quickest is the best publicity.

Basing his opinion on intelligence reports developed by OWI, he maintained that America is more united now and possessed of more of a will to cooperate than ever before. He urged radio people "beyond Washington direction" to solve local problems. No one can anticipate all the problems from Washington, he said, and it is important for local critics to "get down out of the bleachers" and join in the actual play.

Point Rationing No. 1 Job

Mr. Cowles, who left his Des Moines activities as president of the Cowles stations, editor-in-chief of the *Des Moines Register-Tribune* and directing head of *Look* Magazine to come to Washington at the President's behest last July, unfolded to the group some of the more intimate phases of OWI's planned domestic operations.

He explained one of the initial functions was the removal of OWI's field offices from supervision of the news bureau to his own office, to broaden its scope.

Point rationing was labeled the No. 1 job ahead for OWI. Pointing to the many complexities involved, he said it will require a terrific amount of work to educate the public along proper lines.

Alluding to the recent resignation of Leon Henderson as OPA director, Mr. Cowles described him as a "high-grade public official of admirable courage" who was the victim of improperly handled publicity.

Handles Many Campaigns

Ken R. Dyke, chief of OWI's Bureau of Campaigns and former NBC director of promotion, recounted the activities of that comparatively new bureau. In introducing him, Mr. Lewis said he was handed a tough problem of coordination, but because "he's the world's stubbornest man", he undertook it and has done an outstanding job.

Mr. Dyke, in turn, paid tribute to the work of the radio branch in setting up what he thought was a "real pattern" for radio participation in the war effort. He called the functions of his bureau primarily those of a traffic cop.

The bureau now is handling some 63 different campaigns, he pointed out. One difficulty is that in this field, there is a "terrifically high birth rate but no death rate," he said.

The effort now is to segregate all these campaigns into six or eight overall efforts, retaining all of the essential facets of the individual efforts. Progress is being made

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.
Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

"THIS HERE LITTLE NUMBER GITS AROUND PURTY GOOD—BUT IT AIN'T NOTHIN COMPARED TO THE WAY WDAY GITS AROUND THE RED RIVER VALLEY!"

WDAY
FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Dominant **NBC** Basic Station
In This Area

COVERAGE THAT PAYS

WDEL

1150 KC • WILMINGTON • DELAWARE

Recently stepped up to 5,000 Watts day and night, WDEL assures advertisers wider and more concentrated coverage in a rich agricultural and industrial market—Delaware, southern New Jersey and parts of Maryland and Virginia—in the heart of the war production area.

Normally prosperous, steadily expanding — this market is sales productive. WDEL sells it profitably and economically. Write:

***Sales Representative*:**

PAUL H. RAYMER CO.
New York • Chicago
San Francisco

along this line, he declared, explaining the modus operandi of each separate undertaking. The advertising agency formula is adhered to, he said, because it constitutes the best known method.

Ten Top Campaigns

Mr. Dyke stressed the fact that priority control was essential to the success of campaigns since no one campaign may employ every medium every time. Furthermore, to eliminate the possibility of confusion in the minds of the people, he said that it was unwise to give them too much at any one time.

Three categories have been established to be applied to campaigns in determining their priority, he said. They are maximum, average and sustaining effort. The criteria established in determining any given campaigns priority are three in number: 1. Its importance to the war effort; 2. The degree of effort required to get the job done; 3. Timeliness.

The top ten or maximum campaigns for the month of January are the Food Situation (reasons for shortages), Point-to-Point Rationing, Manpower, Fuel Conservation, Fats & Grease Salvage, War Bonds, Security of War Information (anti-loose talk etc.), Rubber Conservation, Gas Rationing, Share the Meat.

The average campaigns for the month of January are OCD Recruiting, Nurses Aides, Truck Conservation, Nutrition, Bus and Train Travel, Consumer Deliveries, Victory Gardens, General Conservation of Clothing and Electrical Equipment.

Radio Bureau Explained

Furthermore, Mr. Dyke pointed out the need for participation in the organization of community campaigns by local stations over and above Washington direction.

At the conclusion of Mr. Dyke's address, Mr. Lewis introduced key members of his organization, presenting those available and describing the functions of others whose duties prevented them from attending the sessions. Following this the program turned to a consideration of the radio bureau's development. Mr. Lewis showed how it became necessary to coordinate Government announcements as soon as the U. S. became involved in the war, and he traced the radio bureau from its start in the Office of Civilian Defense, through its OFF stage and finally as it emerged as a bureau of the OWI.

When the radio bureau took over, he pointed out the lack of coordinating facilities which prevailed, with the result that each Government agency was pulling for itself in the matter of announcements and programming. There was one station, for example, which received 28 lbs. of announcements and assorted information from various Government agencies in one week. Stations were using announcements covering as many as 25 subjects a day. In part this condition was considered responsible for the drop in listener interest during the first three months of 1942 as reflected in Hooper surveys. This led to the adoption of the Network Allocations plan announced April 27.

Industry Does the Job

In drafting this plan and others in subsequent months the OWI's radio bureau was concerned primarily with the welfare of the listening public, Mr. Lewis said. Another aspect of their philosophy called for plans which could be superimposed on existing audiences without recourse to the use of untested methods. Essentially, Mr. Lewis said that OWI has chosen to let industry do the job with the aid and advice of the Government through statements of the problem and provision of the proper information to be transmitted to listeners for a full understanding of the various problems.

Mr. Lewis expressed great confidence in the order which has resulted from Regulation No. 2, which was intended to centralize control of all programs prepared for Government agencies in the hands of the radio bureau. He said that the results have been encouraging, but added that a sterner measure would be adopted in the future if it was felt necessary to the function of Government radio operations and to the welfare of the industry as a whole.

Two OWI plans are already in operation, the Network Allocation program and the Special Assignment plan. The Station Transcription plan and the Station Announcement plan, two new operations, will take effect early in the year. Two more plans, known as the Special Features plan and the Station Live Program plan, are under study and preparation.

In discussing these six plans, Mr.

ATTENDANCE AT OWI CONFERENCE

FIFTEEN of the OWI's regional consultants, chosen from representative stations in all parts of the country, attended the Dec. 28-30 sessions with officials of the Radio Bureau and with OWI regional directors and radio aides. The attendance included:

REGIONAL CONSULTANTS — Martin Campbell, WFAA-WBAP, Dallas-Fort Worth; Gene T. Dyer, WAIT, Chicago; Harold Fellows, WEEI, Boston; William Gillespie, KTUL, Tulsa; Thad Holt, WAPI, Birmingham; Robert Hudson, Rocky Mountain Radio Council, Denver; Merle Jones, KMOX, St. Louis; Leon Levy, WCAU, Philadelphia; Herbert Pettey, WHN, New, York; Sheldon Sackett, KOOS, Marshfield, Ore.; Robert S. Nichols, KEVR, Seattle; G. Richard Shafto, WIS, Columbia, S. C.; Lawrence W. McDowell, KFOX, Long Beach; Lincoln Dellar, KSFO, San Francisco; H. K. Carpenter, WHK-WCLE, Cleveland. Unable to attend were J. T. Ward, WLAC, Nashville and Don Searle, KOIL, Omaha.

STATION ADVISORY BOARD—Neville Miller, NAB; John Shepard 3rd, Yankee Network; James D. Shouse, WLW, Cincinnati; George B. Storer, Fort Industries Inc.; O. L. Taylor, KGNC, Amarillo; Eugene Pulliam, WIRE, Indianapolis; John Fetzer, WKZO, Kalamazoo.

OWI REGIONAL DIRECTORS—William Bourne, Philadelphia; Howard Browning, Philadelphia; Eugene Cervi, Denver; Dowsley Clark, Minneapolis; Marvin Cox, Atlanta; Paul Jordan, Chicago; Yale Merrill, Baltimore; L. L. Sisk, Dallas; Samuel Slotky, Cleveland; R. Bigelow Thompson, Boston; Clifton Read, New York; Dean Jennings, San Francisco.

RADIO AIDES TO REGIONAL DIRECTORS—S. Broughton Tall, Philadelphia; William H. Welsh Jr., Denver; Mrs. Hayle Cavenor, Minneapolis; Willett Kempton, Atlanta; M. H. Petersen, Chicago; David Russell, Dallas; Alfred H. Llewelyn, Cleveland; Walter A. Hackett, Boston; Harry Levin, New York; Taylor Mills, Los Angeles; Walter McCreery, Los Angeles.

OWI RADIO BRANCH—William B. Lewis, Douglas Meservey, Philip Cohen, Dick Dorrance, Elaine Ewing, Joe Liss, Richard Connor, Nat Wolff (Hollywood).

OWI STAFF — Robert Huse, deputy; James Secrest, Field Division; Lee Falk, Foreign Language Section; B. Chinook and Dan Levin, Bureau of Intelligence; Jack Houseman and Merritt Barnum, New York; Helen Bayard, Chicago.

GUESTS—John Mullen, Benton & Bowles, New York; Maj. Ralph Forester, British Army General Staff (representing British Broadcasting Corp.); Harry Sedgewick and Beatrice Thomas, Canadian Broadcasting Corp.

"This program has met with favorable response from our listeners, and the announcers are enthusiastic." **WJPF**

• More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

TO SELL ARIZONA
KOY
PHOENIX
550 KC
"That Explains the Coverage"
CBS
Affiliate Station WLS Chicago
JOHN BLAIR & COMPA

Lewis categorized them as of the "understanding type" and the "action type". In the first group he put the Special Features, Special Assignment and Station Transcription plans. The other three were placed in the category of action. By understanding, he explained he meant ideas and war aims which had to be interpreted and submitted for assimilation, whereas the action plans are intended to provoke overt action of one sort or another such as WAAC and WAVES recruiting, scrap salvage and the like.

He said that the Special Assignment plan had two goals to render personal service to a limited number of existing sustaining and commercial programs, and to guide information in an integrated fashion. This plan, understandably, calls for a limited number of stations and he pointed out the original list of stations which received personal service had to be reduced, owing, in part, to the limitation of personnel. None of these shows is called upon every week, he explained. He pointed out that programs are asked to help only when their appeals suit the needs of a particular message.

In all there are 56 programs to be serviced in this fashion. But, he added, the existence of a program in this classification at present is no guarantee of its continued position. Programs will be monitored to determine effectiveness and close studies will be made constantly to obtain a maximum effect. If it is felt that another program could be more useful it would replace one now on the list.

Material Fits Program

He cited the case of the Metropolitan Opera Co. series which is utilizing United Nations' material in its weekly broadcasts. Similarly, other copy is adapted to other types of programs, dramatic material series or single programs, continuity themes for musical programs, speech material, quiz questions, out of character talks by stars of programs and the like. In this work he mentioned the aid of the War Writers Board in New York and a similar organization in Hollywood.

The Station Transcription plan which takes effect Feb. 1, 1943, entails the use of three or five-times weekly transcriptions such as the *Treasury Star Parade*, heard for 15 minutes on single programs of 30 or 60 minutes in length. Under this program each station sets aside a 15-minute spot Monday through Friday for a program with the general appeal of a "My Country 'Tis of Thee" theme. In communities which have more than one station, representatives of each get together to decide who will carry the program in the morning, afternoon and evening.

The OWI will prepare these programs in kits of five. The discs are to be mailed to stations, complete with publicity material to permit full exploitation of the series locally. When the plan is started, he said the schedule would be staggered locally so that stations will not all open with the same program nor will all the stations in a given community present the same program on the same day. Discs will allow for local sponsorship but no beer or liquor advertisers will be countenanced. Furthermore each program, when sponsored, must carry a disclaimer of Government endorsement of the advertiser's product.

710 Stations Accept

Already 710 stations have agreed to this plan and results are not yet complete. Only 12 of the 722 stations tabulated don't want it, Mr. Lewis said.

The Network Allocation plan, Mr. Lewis pointed out, is threefold in its aims: paramount needs, orderly distribution and finally wise distribution. To accomplish this end a plan, originally presented by the Advertising Council to the OFF, has been refined in the course of practice and the present-day Network Allocation system is the result.

The need for the plan was recognized, according to Mr. Lewis, to reduce the volume of demands and increase the effectiveness of spot announcements. Its effect resulted in the elimination of separate requests from various agencies and departments and in centralized control. The plan enables the emphasis on quality of announcements rather

Suggestion

POWER of suggestion was well illustrated when *Bill's Beanery*, half-hour daily sustaining feature on KECA, Los Angeles, and supposedly remoted from a mythical hash house next door, led Darby Kelly, businessman of that city, to lease building adjacent to the station for a similar purpose. Bonafide beanery equipped with 12 stools opened Dec. 21, on week following inauguration of the program.

CHARLIE BARNET
records for
LANG-WORTH

IT'S A W BIG JOB

The MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

Announcement

★

R. Stewart Boyd

now District Representative of

General Foods Corporation

(supervising Sales and Promotion in Central New York)

President Grocery Manufacturers Representatives

Association of Central New York

formerly Traffic Representative of

Eastern Air Lines, New York City

WILL JOIN

WSYR

SYRACUSE, N. Y.

JANUARY 1st

as Sales Promotion Manager

★

WDRC

CONNECTICUT'S PIONEER BROADCASTER

FIRST MARKET

The richest part of the country's richest state can be covered completely and economically —by using WDRC in Hartford. Here's the market and the station for your spot campaign. Basic CBS for Connecticut.

CBS

DID YOU KNOW....?

WTOC stands for "We Toiled On Christmas" tabulating mail count for the Derst Baking Company Santa Claus show. Watch your mail for eye opening bulletin.

WTOC

Savannah, Georgia

CBS - UP News - 5,000 Watts

WBNX

5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

WAKE UP... Your Georgia Sales with

WRBL

COLUMBUS

CBS

Represented by SPOT SALES Inc.

than on sheer quantity and prevented the same messages from following each other over stations in the same city on different networks.

Currently there are about 3,500 programs carrying messages covering 50 campaigns, according to Seymour Morris, administrator of the OWI's allocation branch. Mr. Morris explained that positive results are not generally possible, since there are too many other simultaneous factors working to the same end. However, he pointed to a campaign which successfully recruited 30,000 glider pilot applicants for the Army within two weeks after all other methods failed. Similarly the OPA called upon the radio bureau to aid in getting storekeepers to put up price ceiling signs in their retail establishments. In mid-June there were only 20 of the nation's retailers complying with the request. When the radio bureau stepped in with a spot campaign they succeeded in boosting participation to 50% one month later.

Radio Comes Through

The existing range in the number of station announcements daily is 3-88, whereas an average of 12 per day is desired of network stations and 16 per day from independents. Under the Station Announcement plan, which takes effect in January, equitable support will be achieved, Mr. Lewis explained. To provide for maximum results, stations have been organized into four groups to produce an effective coverage, in each case and allow for more announcements at the same time. All announcements must be one-minute in length for complete effectiveness, Mr. Lewis explained. Where it appears difficult, owing to local advertising commitments, he suggested that the cooperation of advertisers be sought. Up to now, he said, this has been found to be both practicable and satisfactory to advertisers.

Regional Reports

Tuesday morning's session was occupied with the delivery of formal reports from each regional consultant detailing the problems and attitudes of stations in each of the 17 districts which cover the country. In general all consultants reported a favorable reception to the allocation plans.

Otherwise most talk concerned minor problems which had come up in the operation of the conduct of the OWI's various war information campaigns through spot announcements and transcribed programming. For the most part no complaints or criticisms were serious and many had already been remedied. Others were known to have foundation and the OWI officials were already prepared with the proper solutions.

One recurrent theme in comment reported by the various consultants was the development of a system of payment for Government messages in the light of the paid schedules being used by various Government agencies and departments in other media. It was pointed out that stations appreciate the OWI's recognition of the importance of audiences which can only be maintained through entertainment as well as news.

LUNCHEON BREAK during the first day's session of the three-day OWI radio session found Gardner Cowles Jr. (left), assistant director of OWI in charge of domestic operations, in animated conversation with Dr. Leon Levy, president of WCAU, Philadelphia, OWI radio consultant who collaborated in organization of the regional plan.

Regional consultants assured OWI officials that the industry had faith in their efforts to bring orderly planning to radio's part in the war effort and urged them to continue this trust.

Philadelphia Test

In the afternoon, considerable time was devoted to the "Philadelphia Plan" of regional administration of Government war agency announcements. Under this plan, the broadcasts of four local stations were studied carefully under the direction of Dr. Leon Levy, consultant for the Philadelphia region of OWI and president of WCAU, Philadelphia, in collaboration with Herbert Brucker and Howard Browning, of the OWI staff.

They endeavored to determine what stations were doing in terms of war information broadcasting in an effort to plan and coordinate the message lineup of each station in the area to produce the greatest possible good.

Finally when the extent of overlapping was recognized it provided the OWI with a basis of coordinated operation within an area. Next it also afforded a means through which local or regional applications of national informational campaigns could be modified to best suit the area's needs.

Late in the afternoon the first reports of regional directors began, but the meeting was adjourned early to allow members attending the session to sit in on a meeting conducted by Paul V. McNutt on manpower problems as handled through labor-management committees.

Not Censorship

The Thursday morning session opened with a brief discussion of the problems of regional directors, which had not been covered Wednesday afternoon. From this the discussion developed into a complete consideration of the problems of clearance resulting from the issuance of OWI Regulation No. 2 which empowers OWI to supervise all radio programming by every Government agency.

It was explained that this control is not intended as censorship of material broadcast by the nation's stations, but rather aimed at relief of the stations from constant approaches by individuals representing various agencies.

Essentially, clearance consists of two types—field and central. In neither case, Mr. Lewis admitted does perfection currently exist, but he explained that the mechanism will be tightened as experience is obtained. Scripts cleared for policy in one region may stand as cleared for all regions, since this indicates that the scripts are in line with OWI war information policy, Mr. Lewis emphasized.

However, scripts for time priority in one region do not stand as cleared for another region, because the decision regarding time priority rests with each regional OWI office, which will know the war information needs of the Government agencies in its area best.

The prime purpose of OWI control of all Government programming is predicated upon the recognition of a need for war information, rather than entertainment with a war flavor. In other words, it has been found that stations can overweight their daily or weekly broadcast schedules with too much of one type of material and an insufficient amount of another. Through the coordinate plans embodied in the OWI's program the aim is balance of all war information programs.

Eliminating Contacts

This will mean that through the aid of OWI regional offices on regional and local problems, and through the aid of the central office in Washington on overall national problems, stations will be able to obtain all needed information, thereby eliminating the necessity for individual contact with individual Government agencies and departments.

Although many stations are currently using Army and Navy talent available at local or nearby posts for programming, it was suggested that much of this material may be

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts—620 Kilocycles

NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.

aimed at entertainment primarily, rather than upon war information. To remedy this condition, the possibility was discussed of using these programs which have built audiences for the projection of Government information messages.

While the hope was expressed that OWI control of all other agencies' programming would succeed completely, the possibility is nevertheless seen of individual exceptions. In cases such as these, it was decided that contact with the OWI regional office would likely eliminate the confusion and produce conformity with the terms of OWI Regulation No. 2.

During the afternoon, conference attendees gathered for their last session, which was run on a question-and-answer basis in an attempt to eliminate confusion on a variety of subjects resulting from either any one of the plans for programming or announcements, or Regulation No. 2.

Upon conclusion of the Wednesday afternoon session, Dr. Levy observed that the meeting was the best-conducted radio session he had attended in more than 20 years as a broadcaster. He paid high tribute to Mr. Lewis' handling of the meetings, to the applause of the meeting group.

Holiday Travel Crisis Is Eased by Broadcasts

RADIO performed a major public service in curtailing unnecessary travel during the Christmas-New Year holiday period, according to spokesman in the office of Joseph B. Eastman, Director of the Office of Defense Transportation.

In reports received from transportation agencies throughout the country, with but a single exception in the South, it was revealed that men of the armed services were able to travel home for holiday leaves on ordinary schedules, without undue crowding of the transportation facilities.

WBIR Joins Blue

WBIR, Knoxville, Tenn., joined the BLUE Jan. 1, as a member of the Southcentral group, bringing the total of BLUE affiliates to 147. Station operates with 250 watts on 1240 kc. and is owned by J. W. Birdwell. WBIR operates on a full-time basis, with an evening hour rate of $120.

MRS. ADELAIDE C. WITMER, mother of Roy C. Witmer, NBC vice-president, died Dec. 28 at the age of 92 in Pasadena, Fla.

CRYSTALS by
HIPOWER

Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

MAY EASE DISC ANNOUNCEMENT

Lewis Tells Conference That FCC Is Studying Waiver of One-Minute Identifications

CONSIDERATION is being given by the FCC to elimination of the requirement for the announcement of one-minute Government transcriptions as such, delegates to the OWI conference in Washington last week were told by W. B. Lewis, OWI radio bureau chief.

After the question of announcement of such transcriptions had been raised by John Shepard 3d, president of the Yankee Network, Mr. Lewis said the matter already had been discussed with the FCC and that there is a "fair chance" of getting it waived for OWI and other government one-minute recorded spots. There is no expectation it will be waived for longer programs, he said.

The FCC already has waived the rigid transcription announce-rule in connection with recorded air raid warnings, it was pointed out.

Mr. Lewis indicated that if the announcement rule is relaxed, the requirement may call for clear-cut disclosure that the spot in question is a Government announcement.

NBC Rate Card

NBC rate card, No. 30, effective Jan. 1, 1943, was issued last week, for the first time in a 10-page pocket size, with stapled binding "to make it easier to read and use," according to Roy C. Witmer, NBC vice-president in charge of sales. Ten new stations joined NBC during 1942, bringing the total of NBC affiliates to 140. Those stations, as listed on the new rate card, are: WBZ-WBZA, Boston-Springfield; WSYR, Syracuse; WMRF,Lewistown, Pa.; WSAM, Saginaw, Mich.; WMVA, Martinsville, Va.; KWBW, Hutchinson, Kan.; KOB, Albuquerque, N. M.; WRAK, Williamsport, Pa.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. As announced during 1942, the full network discount of 10% to advertisers using 125 or more NBC stations for at least 13 consecutive weeks, and the conditional payment discount of 2% are included.

MBS Back on WSIX

DISPUTE between WSIX, Nashville, and MBS has been resolved and the station is again receiving full Mutual service, the network reported last week. WSIX has stopped broadcasting Mutual programs in October, claiming that MBS had breached its contract with the station last Spring when it stopped serving WSIX with musical programs in order to halt a strike called by AFM against the network as a result of local difficulties between WSIX and the AFM local in Nashville.

WCAR

Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Double Mix-Spots

WITH SALES increasing, the Double-Mix Co., Kansas City, masufacturers of a tablet-form butter amplifier, through Jerome Galvin Adv. Co., Kansas City, has placed a schedule of spot announcements on WIBW KFEQ KWTO WMT KTSW WOW KSD. Expansion to other markets is planned. Introduced via radio six months ago, Double-Mix is an example of wartime ingenuity. A tablet whipped together with a pint of milk and a pound of butter doubles the volume of butter, according to W. F. Ryan, who set up the Double-Mix Co. in Kansas City last June after his auto accessory manufacturing business became a war casualty.

Grant Agency Handles Special Latin Program

RADIO HISTORY was made in Mexico City Christmas eve when Pan American Airways System presented a 90-minute program over a special network of stations in Mexico and Central America. It was the largest commercial broadcast from the standpoint of talent expenditure ever undertaken in Mexico City.

Handled by Grant Adv. Agency of Mexico City, the program ran from 10:30 p.m. to midnight. Produced by L. G. (Bucky) Harris, formerly with NBC in Chicago and now radio director for Grant, the program included a 50-piece orchestra conducted by Elias Breeskin; the internationally known 50-voice choir, Coro del Conservatorio Nacional de Mexico, and 19 radio, stage and screen stars from Mexico and Central America. Manuel Bernal was the announcer.

Good reception was reported by the participating stations which included XEW XEWW XEQ XEQQ, Mexico; TGR, Guatemala; YSR, El Salvador; HRN, Honduras; La Voz de Victor, Costa Rica; La Voz de Nicaragua, and Panama's HP5G.

AUTHORIZATION to change the name of Hecker Products Corp., New York, to the Best Foods Inc. was voted Dec. 29 at a special meeting of stockholders in New York, following Hecker's purchase in November of General Foods Corp.'s 29% interest in Best Foods, giving Hecker 100% ownership [BROADCASTING, Nov. 2].

MAN—
What a Year that was!

...and another one coming up with pomises of even greater increases in population and wealth in the Daniel Boone Net. Market! Wartime advertisers want a war-worker coverage...and Daniel Boone covers the South fastest growing war-worker audience !

A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET
with permanent lines between
WOPI-WISE-WKPT
96 Red Network commercials wkly.

• • • • • • • • •

BURN-SMITH COMPANY Nat'l Rep.
Harry Cummings – South East Rep
WESTERN N. CAROLINA-SOUTHWEST VIRGINIA-EAST TENNESSEE

XUM

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
DECEMBER 24 TO DECEMBER 30 INCLUSIVE

Decisions . . .

DECEMBER 29

WBAL, Baltimore—Granted consent for voluntary assignment of license from WBAL Broadcasting Co., to Hearst Radio Inc.

WATR, Waterbury, Conn.—Granted consent to voluntary assignment of license from the WATR Co. Inc., to Harold Thomas.

KFEQ, St. Joseph, Mo.—Granted modification of CP for change in daytime DA pattern and extension of completion date.

KARM, Fresno, Cal.—Designated for hearing application for modification of license to change operating assignment from 1430 kc. with 5 kw. power, unlimited, using DA, to 1030 kc; denied application for special service authorization to operate on 1030 kc. using DA as proposed in foregoing modification of license application.

W8XO, Cincinnati—Denied petition for rehearing directed against FCC's Decision and Order of Nov. 30 denying application for CP; dismissed application for renewal of station license.

DECEMBER 30

WPTF, Raleigh, N. C.—Granted petition for leave to intervene in hearing on application of WBNY, Buffalo, for modification of license.

WBIG, Greensboro, N. C.—Granted petition for leave to intervene in hearing on application of WQBC for modification of license.

WMBD, Peoria, Ill.—Same

WQBC, Vicksburg, Miss.—Granted continuance of hearing on license modification to Feb. 15.

KYA, San Francisco—Granted motion to dismiss without prejudice application to move studio from San Francisco to Palo Alto, Cal.

Applications . . .

DECEMBER 28

KFAR, Fairbanks, Alaska—Special service authorization for changes in equipment, change of frequency from 610 to 660 kc., increase power from 5 to 10 kw, for period ending June 1, 1944.

W2XMT, New York—Modification of CP for extension of completion date and reduction of power for aural and visual transmitters from 250 to 50 w, and change equipment.

WHKC, Columbus, O.—CP amended to change DA system.

WKY, Oklahoma City—Modification of CP for extension of completion date.

WMAZ, Macon, Ga.—License to cover CP for change of frequency, increase power, DA-day and night, and move transmitter (940 kc.)

WCSC Changes

RUSS LONG, announcer of WCSC, Charleston, S. C., has been appointed program director of the station, replacing Charles McMahon, who has joined WCPO, Cincinnati, as night news editor. Thomas L. Means has become traffic manager in addition to heading the promotion department. Miss Helen Marlowe has left the copy desk to become a fulltime announcer. Mrs. Martha Smith, control operator, is awaiting orders to report for officers training school of the WAAC.

SERIAL publication rights to *Last Train from Berlin*, book written by CBS Foreign Correspondent Howard K. Smith, have been sold by the United Feature Syndicate to the *Boston Globe, Toronto Star, Los Angeles News, Montreal Gazette, New Orleans Times-Picayune*, and *Philadelphia Inquirer*. First installments will appear Jan. 4.

Tentative Calendar . . .

WTNJ, Trenton, N. J.—Renewal and modification of license. (Jan. 5).

WCAM, Camden, N. J.—Renewal and modification of license. (Jan. 5).

WCAP, Asbury Park, N. J.—Renewal and modification of license. (Jan. 5). (Other participants, WNEW, New York, in re WTNJ, WCAM and WCAP).

KVOE, Santa Ana, Cal.—CP for 1480 kc., 1 kw, unlimited. (Jan. 6).

WQBC, Vicksburg, Miss.—Modification of license, for 1470 kc., 500 w N; 1 kw D; unlimited; Other participants WMBD, Peoria, Ill., and N. C. Broadcasting Co., WBIG, Greensboro, N. C. (Jan. 7).

WLW, Cincinnati—Modification of license, 700 kc; 50 kw. N; 500 kw. D; unlimited; using W8XO transmitter (Jan. 8).

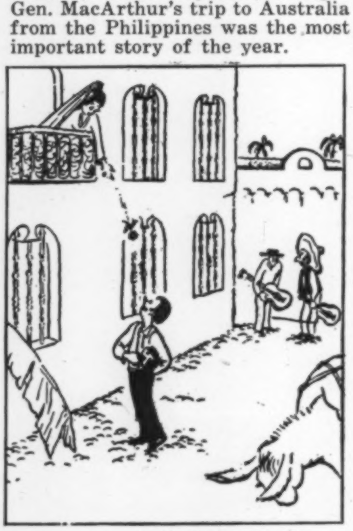
WLW's TEN BEST
American Invasion of Africa
Voted Top Place

INVASION of Northwest Africa by American troops was the outstanding news story of 1942, in the opinion of a majority of newscasters, commentators, editors and writers of WLW-WSAI, Cincinnati, who selected the year's ten best stories.

Eight of the Crosley newsroom's 12 men voted the move to liberate France as the top story of the year. Second place went to the Japanese conquests in the southwest Pacific.

Voting the African campaign the number one story were William Dowdell, news editor; Arthur Reilly, Gregor Ziemer, William H. Hessler, commentator and foreign editor of the *Cincinnati Enquirer*; Cecil Hale, Fred Thomas, veteran newswriter; Carl Roth and Gilbert Kingsbury.

Carroll D. Alcott, Far Eastern observer and former newsman in the Orient, and John Rae Earl, newswriter, placed the Navy's recent disclosure of Pearl Harbor losses as the number one story. Milton Chase, who spent several years in the Far East, and Carlton Beaudette selected the Japanese conquests for the top spot. John Stinson, *Sohio Reporter*, thought Gen. MacArthur's trip to Australia from the Philippines was the most important story of the year.



Jefferson (O.) Gazette

We Don't Have a Chance Since He Got That Portable Radio!"

Network Accounts
All time Eastern Wartime unless indicated

New Business

BARBASOL Co., Indianapolis (shaving products), on Jan. 5 starts *Singin' Sam* on 52 MBS stations, Tues. and Thurs., 8-8:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

KELLOGG Co., Chicago (cereal), on Jan. 4, starts *Superman* on 39 MBS stations, Mon. thru Fri., 5:30-5:45 p.m. (EWT). Agency: Kenyon & Eckhardt Adv., Chicago.

RALSTON PURINA Co., St. Louis (Purina feeds), on Jan. 2 started *Grand Ole Opry* on 29 NBC stations, Sat., 7:30-8 p.m. (repeat, 11 stations, 9-9:30 p.m.) Agency: Gardner Adv. Co., St. Louis.

GILLETTE SAFETY Razor Corp., Boston, on Fri., Jan. 8, 10 p.m., will sponsor Bob Montgomery vs. Chester Rico boxing match on 211 MBS stations and on Fri., Jan. 15, will sponsor Willie Pep vs. Allie Stolz bout on 211 MBS stations. Agency: Maxon Inc., N. Y.

SCHUTTER CANDY Co., Chicago (Bit-O-Honey Candy Bars), on Jan. 10 starts Colonel Stoopnagle's *Stooperoos* on 40 CBS stations, Sun., 1:45-2 p.m. Agency: Roche, Williams & Cunnyngham, Chicago.

Renewal Accounts

WM. WRIGLEY Jr. Co. Ltd., Toronto (gum) on Jan. 5 renews *Treasure Trail* on 9 Prairie Region Canadian Broadcasting Corp. stations, Tues. 10:15-10:45 p.m. Agency: Tandy Adv. Agency Ltd., Toronto.

PROCTER & GAMBLE Co., Cincinnati (Duz), on Dec. 28 renewed *The Goldbergs* on 59 CBS stations, Mon. thru Fri., 1:45-2 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Dec. 28 renewed *Life Can Be Beautiful* on 61 CBS stations and 15 CBC stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Dec. 28 renewed *Ma Perkins* on 59 CBS stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Duz, Crisco), on Dec. 28 renewed *Vic & Sade* on 48 CBS stations, Mon. thru Fri., 1:30-1:45 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Camay, Chipso), on Dec. 28 renewed *Pepper Young's Family* on 25 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agency: Pedlar & Ryan, N. Y.

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Dec. 31 renewed *The First Line* on 117 CBS stations, Thurs., 10-10:30 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

LEVER BROS. Co., Cambridge (Lux toilet soap), on Jan. 4 renews *Lux Radio Theatre* on 117 CBS and 30 CBC stations, Mon., 9-10 p.m. Agency: J. Walter Thompson Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels, Prince Albert smoking tobacco), on Jan. 2 renewed *Thanks to the Yanks* on 117 CBS stations, Sat., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

CELANESE CORP. OF AMERICA, New York, on Jan. 6 renews *Great Moments in Music* on 117 CBS stations, Wed., 10-10:30 p.m. Agency: Young & Rubicam, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Dec. 29 renewed *Harry James and His Music Makers* on 117 CBS stations, Thurs., 7:15-7:30 p.m. Agency: Newell-Emmett Co., N. Y.

CURTISS CANDY Co., Chicago, on Jan. 2 renewed *Warren Sweeney—News* on 117 CBS stations, Sat., Sun., 11-11:05 a.m. Agency C. L. Miller Co., N. Y.

PARKER PEN Co., Janesville, Wis., (Quink), on Dec. 26 renewed *Eric Sevareid and the News* on 117 CBS stations, Sat., Sun., 8:55-9 p.m. Agency: J. Walter Thompson Co., Chicago.

EVERSHARP Inc., Chicago (pens and pencils), on Jan. 10 renews *Take It Or Leave It* on 117 CBS stations, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan soap), on Jan. 4 renews *Bright Horizon* on 52 CBS stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: Young & Rubicam, N. Y.

WAR WORK AIDED
BY RCA GROUPIN

ANTICIPATING closer coordi
tion and increased flexibility of
eration, the RCA Mfg. Co., sub
diary of Radio Corp. of Ameri
was consolidated Dec. 31 with
parent organization, David S
noff, RCA president, announced f
lowing a special meeting of
RCA Board of Directors Dec.
George K. Throckmorton, a
rector of RCA and former chai
man of the RCA Mfg. Co. executi
board, was elected vice-preside
of the parent company.

The company, which will
known as the RCA Victor Di
sion of Radio Corp. of Ameri
has approximately 30,000 employ
Management, personnel, operati
and sales policies will be
changed. Principal plants are
cated in Camden and Harris
N. J.; Indianapolis and Bloomin
ton, Ind.: Lancaster, Pa., and H
lywood, Cal., with the RCA Labor
tories at Princeton, N. J. In a
nouncing the consolidation M
Sarnoff said:

"The unification of the admini
trative, research and manufactu
ing activities of RCA will res
in closer coordination and increas
flexibility of operation. It is e
pected that this unity and coordi
ation of services will facilitate t
company's war efforts."

JOHNS-MANVILLE Corp., New Y
(insulation products), on Dec. 28 rene
Cecil Brown and the News on 57 CBS
tions, Mon. thru Fri., 8:55-9 p.m. Agen
J. Walter Thompson Co., N. Y.

E. R. SQUIBB & SONS, New York (Squ
products), on Dec. 28 renewed *Keep W*
ing, Keep Singing, America on 61 C
stations, Mon., Wed., Fri., 6:30-6:45 p
Agency: Geyer, Cornell & Newell, N. Y.

IRONIZED YEAST Co., Atlanta, on J
5 renews *Lights Out* on 76 CBS stati
Tues., 8-8:30 p.m. Agency: Ruthrauff
Ryan, N. Y.

CARNATION Co. Ltd., Toronto (can
milk) on Jan. 5 renews *Le Quart d'He*
de Detente on 4 Canadian Broadcast
Corp. French stations, Tues. and Th
10:45-11 p.m. Agency: Baker Adv. Age
Ltd., Toronto.

Network Changes

P. LORILLARD Co., New York (
Golds), on Jan. 27 replaces *Nelson E*
with *Sammy Kaye's* orchestra on 117 C
stations, Wed., 8-8:30 p.m., and adds
peat 12-12:30 a.m. (EWT). Agency:
Walter Thompson Co., N. Y.

AMERICAN TOBACCO Co., New Y
(Lucky Strikes), on Feb. 12 repl
Information Please with *All Time*
Parade on 120 NBC stations, Fri., 8:
p.m. (repeat, 11:30 p.m.-12 midnig
Agency: Lord & Thomas, N. Y.

PEOPLE'S CHURCH Inc., Indianap
on Jan. 10 discontinues *The Cadle Ta*
nacle on 207 MBS stations, Sun., 12 N
to 12:30 p.m. Agency: Ivey & Elling
Philadelphia.

Purina on NBC

PURINA MILLS, St. Lou
(Checkerboard feeds), starting J
2 is sponsoring *Grand Ole Op*
Saturday evenings on 29 NB
Southern stations. Program is b
ing fed out of WSM, Nashville,
7:30-8 p.m. to the southcent
group and repeated at 9-9:30 p
for the Southeastern stations. T
network program replaces t
quarter-hour transcribed vari
Checkerboard Time, a casualty
the Petrillo ban against music r
cordings which ran on 100 stati
on a year-round basis until t
Petrillo edict Aug. 1. Gardner A
Co., St. Louis, is agency.

RULES ARE REVISED ON CASUALTY LISTS

AR CASUALTY lists, heretore restricted to local territories, ow may be broadcast or published full, under a joint Army-Navy reement announced last week. ntil the announcement radio staons and newspapers were asked confine the use of casualty lists the names of men from their reective areas.

At the outbreak of war the NAB ew up a guide for broadcasters which the broadcast of casualty lists as such was opposed. Then the White House issued a ban on the release of any casualties and the problem was momentarily solved.

Finally war casualties were announced by both Army and Navy but with the provision that only local names be used. With restrictions lifted newspapers may publish complete lists for the entire country and radio stations may broadcast them in full.

The NAB still recommends against the broadcast of casualty lists, however, according to C. E. Arney Jr., assistant to the president, on the grounds that such broadcasts would serve no useful purpose. Broadcasters are asked, Mr. Arney said, to confine casualties to news stories involving widely-known men or unusual acts of heroism.

Carter Picks McKee

BLANCHARD McKEE, featured on the Texas Network in a program of homely philosophy, titled *Neighbors*, will be heard in the eastern area and in Canada in the same program, under sponsorship of Carter Products, New York. Transcribed versions of his program will be placed on WJZ, WOR and nine Canadian stations, Jan. 4, for Little Liver Pills [BROADCASTING, Dec. 21]. Agency is Ted Bates Inc., New York.

'Victory Front' Finale

THE VICTORY FRONT, daytime drama series produced by the OWI on CBS since October ended its campaign last week with Stephen Vincent Benet, Maxwell Anderson, Norman Corwin, Carl Carmer and Sinclair Lewis as narrators on the five-days' presentation of *Give Us This Day*, special program on food and farm production created and produced by Bernard Zisser, producer of the OWI.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

nnouncers—References, state salary, draft exempt, must not have localized accent, permanent position, $1.00 per hour, transportation reimbursed after six months. Only steady, reliable need apply. References. J. H. Uhalt, WDSU, New Orleans, Louisiana, "Heart of the Sugar Bowl".

NNOUNCER-ENGINEER — Any ticket. Permanent. Box 158, BROADCASTING.

rst or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

nsmitter Engineer Wanted—Write in for full details and send your qualifications. Permanent position, not a draft replacement. WAGE, Syracuse, N. Y.

mbination Control Room Operator-Announcer—Tranportation reimbursed after six months. J. H. Uhalt, WDSU, New Orleans, Louisiana, "Heart of the Sugar Bowl".

pable Newscaster Wanted—If this description fits you, please mail your qualifications to Box 166, BROADCASTING. Include references, complete experience record, draft status, and salary requirements.

lesman Wanted—For Eastern basic BLUE station, with promotion to sales manager's job for aggressive party. Write experience and salary expected with draft status. Box 161, BROADCASTING.

erator—Qualified to operate broadcast 6B transmitter. permanent position. Open immediately. $1.00 per hour, forty hours guaranteed. Transportation reimbursed after six months. J. H. Uhalt, WDSU, New Orleans, Louisiana, "Heart of the Sugar Bowl".

Situations Wanted

nouncer-Producer—39 now in the armed services with 4-H discharge pending (under new Army ruling) seeks offer. Prior to induction PD 5 KW CBS. Thoroughly seasoned. Excellent musical, dramatic and educational background. Much as possible first letter please. Unusual personnel buy! Box 159, BROADCASTING.

man Operator-Announcer — Licensed perator, available immediately. Thoroughly versed in all phases of station ork, including local, regional and network operation. Twelve years' experince. References. Will go anywhere. Write r wire Barbara Sprague, Osterville, ass. Telephone 832.

Situations Wanted (Cont'd)

Announcer—4F, 3 years college, experience with major network, 5 KW up. Box 160, BROADCASTING.

Announcer—4F with diversified experience. Singer, actor. Prefer west coast or warm climate. Available immediately. Jim Hardie, 2518 East Second, Wichita, Kansas. Phone 3-7169.

Announcer—Restricted permit. $40. 7 years experience. 3A. Box 165, BROADCASTING.

Announcer-Writer-Executive—44 years of age, 3 dependents, five years radio experience, including writing and delivering news analysis program—and his wife, writing and mike experience seek position with station WEST, NORTHWEST or SOUTHWEST. Both college graduates—with three programs, exclusive, that have proven audience and sponsor pull. Want all around position. Man has had 15 years newspaper experience before radio work. Box 162, BROADCASTING.

Program Director—Write, produce and direct original shows. Know selling. Can announce. Nine years in radio. Three-A. $65 per week to start. Write—Program Director, 2314 Vasanta Way, Hollywood, Calif.

Announcer—Westerner, 31, 4F, B. A., excellent news and commercial reader, actor. writer. Needs experience. Box 163, BROADCASTING.

Program-Production Manager—With exceptional radio experience and background desires connection with large station. Executive with rare imagination and originality. Age 34, married, draft 3-A. Write Box 156, BROADCASTING.

Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

Two 6D Turntables—Equipped with time scales, microscope. 1-C Cutters, vertical dampers. One 85 E Amplifier, 50A Radio tuner, Special 130C Mixer. Included in sale price, mixing table, 3" RCA oscillograph, Clough-Brengle audio oscillator: RCA, Shure, Brush, mikes and many other "impossible to get" items. For quick sale, as one unit only $1300. CASH. Kay Laboratories, 54 S. State Street, Painesville, Ohio.

500-Watt Transmitter—Available January 15th when mid-western station completes new transfer to high-power operation. Address inquiries Box 168, BROADCASTING

WANTED

General Manager

General Manager of proven ability, experience, who can lead and direct Station personnel, and manage according to FCC Rules and Regulations; 1,000-watts, CP 5,000, southern market in excess of half a million, Network Affiliate, references, experience, state salary, age, etc.

Box 167, BROADCASTING

Program Executive

. . . with imagination, show sense and the experience and ability to assume full responsibility for programming major network affiliate in midwest market. Must be able to handle and train announcers, conceive program ideas and have the drive to see them through. No traffic work involved. We think our man may now be employed by a smaller station or one in a smaller market and deserves an opportunity to assume greater responsibilities and an opportunity for self-development. Send details to

Box 164, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultcnts
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of
the World
Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
FOR
RESULTS!

FCC Slated for Legislative Going-Over by New Congress

Expenditures by Non-War Agencies Under Fire; 1934 Communications Act May be Revised

NON-WAR independent agencies of Government—including the FCC—are slated for a going-over at the new session of Congress which gets under way this Wednesday, according to legislative observers.

While the FCC, at this writing in any event, has not been singled out for separate treatment, House leaders on both sides predict the accent will be on Government economy in non-war pursuits and that civil agencies and peacetime operations will be stripped to the bone. The FCC, even in non-war years, has been a consistent target of Congress and has been subjected to vigorous criticism.

Revision May Be Sought

The House Interstate & Foreign Commerce Committee, in which radio legislation usually originates, will undergo about a 30% change in personnel, due to defeats in the last election, as well as resignations of several members. The committee, however, appeared to be preponderantly in favor of revision of the Communications Act of 1934 and last year heard detailed testimony on the Sanders Bill (HR-5497) for remoulding of the Commission and curtailment of its regulatory functions, particularly in regard to broadcasting.

With the defeat of Rep. Sanders (D-La.) in the elections last fall, that particular measure is without an author. It died, anyway, with the adjournment of Congress, though several committee members thought it might be reintroduced early in the new session in revised form, based on testimony adduced at the protracted hearings. Chairman Lea (D-Cal.) has evinced great interest in the measure, and may himself champion such legislation, after urgent war measures are cleared away early in the session.

Democratic members of the House committee who will be replaced at the new session are William P. Cole Jr. of Maryland, who resigned to accept a judgeship; Herron Pearson of Tennessee, resigned; James P. McGranery of Pennsylvania, resigned; and Edward A. Kelly of Illinois; Charles L. South of Texas; Luther Patrick of Alabama; Rudolph G. Tenerowicz of Michigan, and Sanders, who were defeated. J. B. Sullivan of Missouri, appointed to the committee to replace McGranery, also was defeated.

Senate Group Unchanged

Republican vacancies are Oscar Youngdahl of Minnesota and George A. Paddock of Illinois, who were defeated. Rep. Evan Howell of Illinois already has been named to the Paddock vacancy, so there is only one Republican vacancy to be filled.

Personnel of the Senate Interstate Commerce Committee, in which radio legislation originates in the upper body, is destined to remain relatively unchanged. Only one member of the 21-man committee—H. H. Schwartz, (D-Wyo.)—was defeated in the fall elections. With the end of the last session Dec. 16, the most important measures affecting radio which died were proposals of Senator White (R-Me.) to rewrite the Communications Act somewhat along the lines of the Sanders Bill and to investigate the FCC from stem to stern. Hearings were held early in the year on his inquiry resolution, but no action was taken finally.

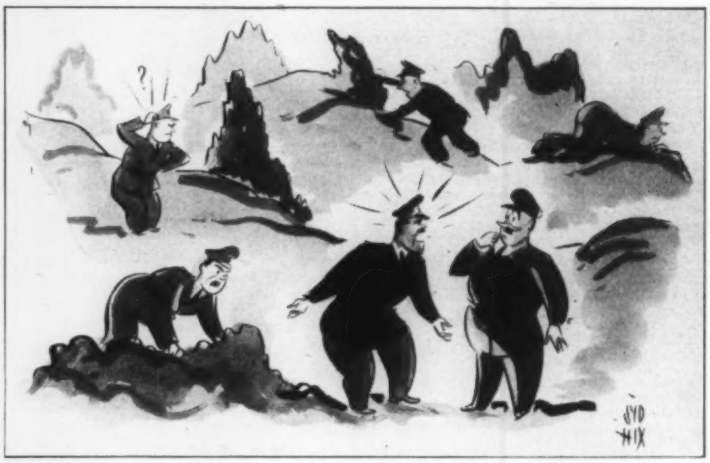
In both Houses of Congress it is expected that several resolutions, seeking revision of the Act and an investigation of the Commission, will be reintroduced. That follows custom. Then, whether there will be legislative action depends upon the degree of follow-through, both in Congress and by the groups affected.

Non-War Funds Under Fire

But it is a foregone conclusion, say the legislative leaders, that the new Congress won't spare the knife in pruning non-war appropriations and expenditures. The House already has developed a plan for retention of an expert staff of auditors and investigators to conduct the fund probes.

In the case of the FCC, which uses an appropriation of approximately $8,000,000, more than half of it earmarked for war activities, it appears certain that the Appropriations Committee will inquire into the expenditure of the non-war portion of the budgetary request for the ensuing fiscal year.

The only automatically scheduled personnel matter to come before the new Congress will be that of confirmation of one member of the FCC. The term of Commissioner George H. Payne, appointed originally in 1934 as a Republican from New York, expires June 30. The Senate Interstate Commerce Committee passes on nominations made by the President for the FCC, preparatory to Senate confirmation. So far as is known, Commissioner Payne seeks reappointment.



Drawn for BROADCASTING by Sid Hix

"You're Carrying this Camouflaging Business too Far! We Can't Find the Radio Station!"

HITTENMARK BACK IN CAPITAL RADIO

MAJ. GORDON HITTENMARK, former WRC "Timekeeper" announcer in Washington, returns to the air on WMAL, Washington BLUE Network outlet, Monday (Jan. 4), handling the station's early morning programs, (7 to 9 a.m.) He remains on active duty in Washington with Army Emergency Relief, but has been authorized to resume his radio work, subject to Army call.

Maj. Hittenmark replaces The Kibitzers (Toby David and Larry Marino), who have been a feature on WMAL for the last two years. They start in New York Jan. 18 on WJZ with a half-hour program, featuring their gagged commercials. They also appear on other BLUE programs, to be announced.

Maj. Hittenmark was called to active duty as a National Guard captain in Sept. 1940. He was with the Morale Branch, subsequently absorbed by the Special Service Division, and later was assigned to duty in Cincinnati. Now he is identified with Army Emergency Relief in Washington.

'Lidice' Repeat

REPEAT performance of Edna St. Vincent Millay's commemorative poem, *The Murder of Lidice*, will be presented on NBC Jan. 8, at an early afternoon hour, in response to a number of requests from parents and school officials, who felt that children should have an opportunity to hear it. The original production was aired on NBC Oct. 19 in the late evening.

Miller Succeed Sholis in CCB

Retiring Director Inducte Into Army As Private

APPOINTMENT of Allan B. Mi ler, assistant director of the Cle Channel Broadcasting Service, a director, succeeding Victor Sholi who was inducte into the Arm Dec. 18, was a nounced last wee by Edwin W Craig, WSM Nashville, chairman of the grou of independently owned clear channel stations.

Pvt. Sholis

Mr. Sholis ha been assigned to Camp Lee, Va reporting Jan. 1. After his induc tion at Fort Meyer, Va., he returne to his home in Chicago for the holi days for his pre-induction fu lough. Pvt. Sholis, a former Chi cago newspaperman, became direc tor of CCBS in February, 1941, a which time Mr. Miller was name assistant director.

Prior to that, Mr. Miller in 193 joined the Department of Com merce as assistant chief of th Division of Current Informatio under Secretary Harry L. Hopkins. Later he became chief of the division.

Mr. Miller

Mr. Miller is a former Washington newspaperman, having been on the reportorial staffs of the Washington and New York offices of INS and th *Washington Times*. He is a gradu ate of the University of Missou School of Journalism. Mr. Mille is a lawyer and a member of th District of Columbia bar. H studied law at Georgetown U an was graduated with an LL.B. de gree in 1939.

Old Golds on CBS

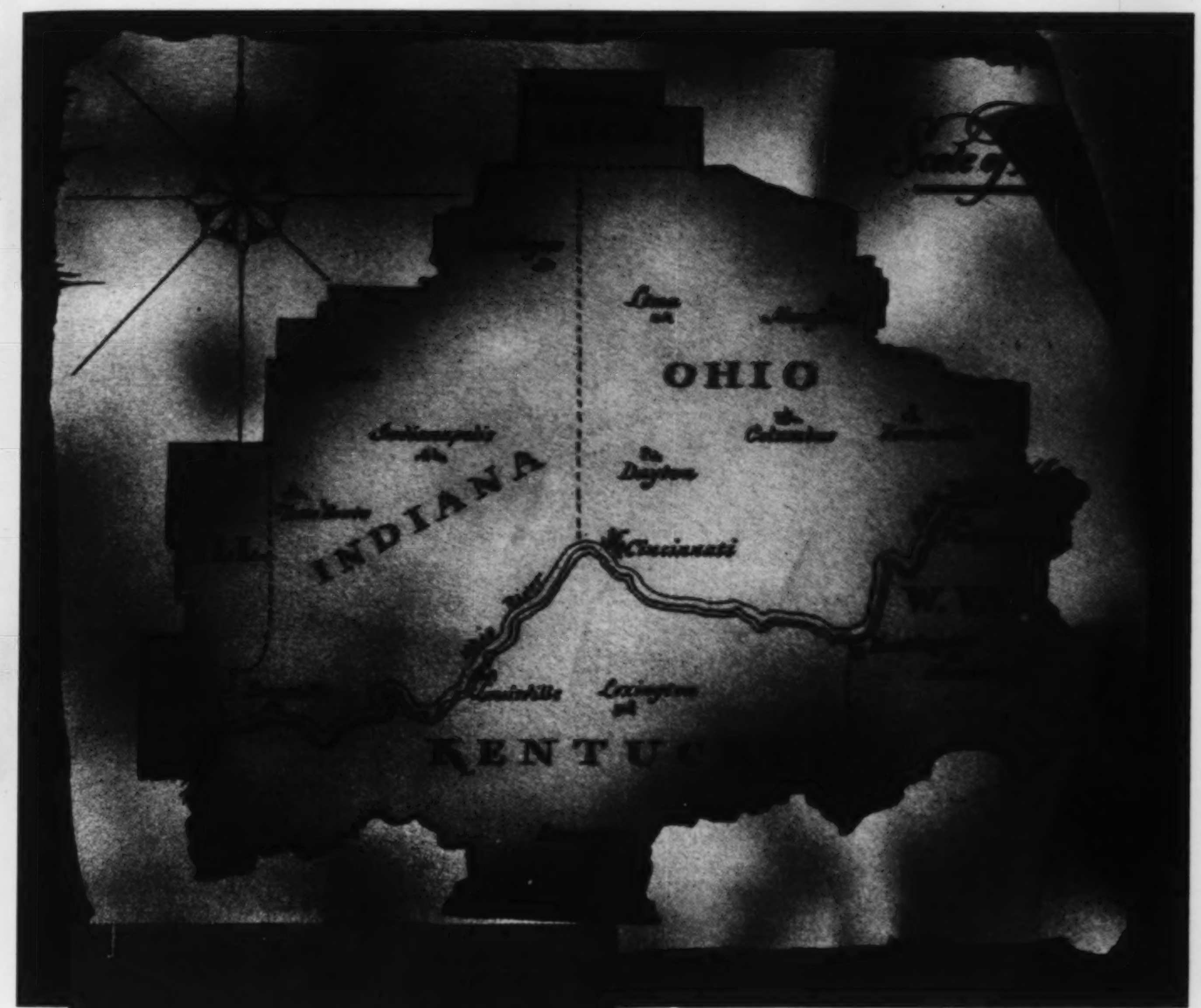
P. LORILLARD Co., New York which has been looking around fo a half-hour network program fo Old Golds, has decided on a va riety of guest stars with music b Sammy Kaye's orchestra to star Jan. 27 on the full CBS network Program will be heard 8-8:30 p.m. period currently occupied by th Nelson Eddy show for Old Golds A repeat will be added for th Sammy Kaye program, 12 mid night to 12:30 a.m. (EWT). Agen cy is J. Walter Thompson Co., New York.

Stromberg-Carlson's FM

LIVE talent will be used this yea by the Stromberg-Carlson Mfg. Co for the first time on its *Treasury of Music* program on WQXR, New York and the station's FM adjunc WQ2XR. Though firm is now en gaged entirely in war work, th programs will promote FM.

XUM

AFTERNOON MERCHANDISE-ABLE AREA


Lima
OHIO
Columbus
Dayton
Indianapolis
INDIANA
ILL.
Cincinnati
W. V.
Louisville
Lexington
KENTUC

The success of advertisers with the WLW daytime audience is common knowledge wherever the power of radio is known. Here is a market of more than ten million souls, who own more than 10% of all farm radios, and who buy nearly seven hundred million dollars worth of drug and grocery products every year. You dominate in daytime over WLW!

WLW

The Nation's Most Merchandiseable Station

DIVISION OF THE CROSLEY CORPORATION